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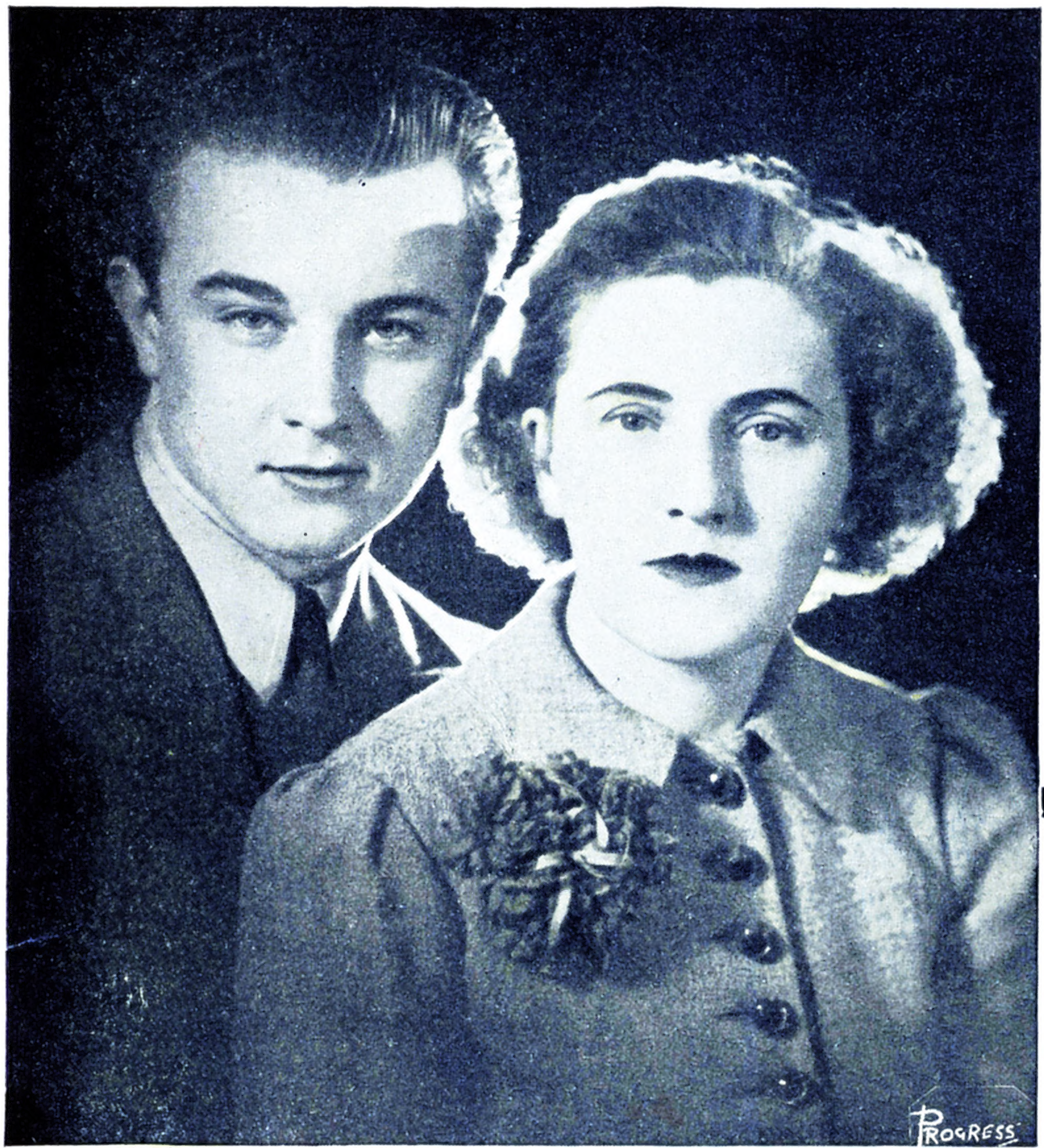

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Three Stores OK Fitzgerald Show

NEW YORK. July 17.—Three department stores are said to have signed already for the syndicated Ed Fitzgerald program offered for sale this week by his local sponsor, L. Bamberger & Co., Newark department store. It's believed to be the first time a sponsor has offered its own program to other advertisers in the same field in other sections of the country. Those stores having bought Fitzgerald are located in New England.

It's a great break for Fitzgerald, who came to New York from the West Coast slightly more than a year ago and worked on WOR without a sponsor for a year. His salary from Bamberger's is $25,000 a year, covering both his daily broadcasts and a column he writes, which Bamberger's use in their daily newspaper ads. It is understood that Fitzgerald is getting a percentage of the fees stations pay Bamberger's, 10 per cent up to $30,000 annually and 20 per cent above that.

Fees charged the department stores are based on annual business volume. Stores with sales over $10,000,000 pay $50 a week for the column, six days weekly; $75 a week for the broadcast, six days weekly. Stores with less volume pay smaller fees, as is the case when three days a week, instead of six, are bought. Program was offered to Mutual stations this week and will later be offered to other stations by means of transcriptions.

Prices do not include newspaper space or radio time.

Promotion Shorts

WCKY is working with 91 women's or-anizations in the Cincinnati area to allyhoo the Third Biennial Greater Cin-innati Woman's Exposition, to be held ovember 10 to 17. Execs of various lubs will be interviewed on a weekly norning broadcast.

Simple but clever piece of publicity eaching radio editors' desks is a reprint rom the editorial page of *The New York imes*. Daily ran an editorial on Charlie McCarthy, which included mention of ergen and Fields. Appeared in column ext to masthead and makes for an im-ortant and dignified looking publicity eprint.

WMCA is releasing promotion material he size of postcards. Text includes a uote from daily papers and is accom-anied by a cartoon. Done on different olored stock each time.

WCPO, Cincinnati, went to town with he announcement that it would have he "most complete news broadcasting ervice provided by any radio station in he world." A promotional release, in he form of a special edition of *The Cin-nnati Post,* owner of the station, told raphically and with pictures that sta-on would stress news. Eight tabloid ages told of the new development. Sky riting was also used—WCPO News—eing smoked out from planes.

KSL has completed a study of a week's ail. Two evening and three daytime pot announcements on the Salt Lake ity outlet brought 27,553 epistles from 3 States, five Canadian provinces and ve foreign countries. Eleven Western tates furnished 24,425 of the replies.

WFIL, Philadelphia, has arranged an aborate tie to aid in the "safety on he highways" campaign. Arrangements ave been made with the State police of ennsylvania, New Jersey, Maryland and elaware to air the traffic bulletins on eek-ends and holidays.

A bronze plaque will be awarded to he *Lone Ranger* program, authored by ran Striker, of WXYZ, this week at its 700th broadcast by the Commercial Investment Trust Safety Foundation. This is to be the first award of what is intended to be an annual recognition of "the most effective radio program of traffic safety." King-Trendle Broadcasting Corporation, WXYZ owner, receives the award.

The program now has backing of a Lone Ranger Scout Club, with over 500,000 boy and girl members in two years. Each member is pledged to follow and encourage others to follow traffic rules.

Three separate broadcasts of the presentation will be made from WXYZ studios to meet the different hours of the program, which also covers the Don Lee Network and Michigan Radio Network, as well as other independent stations.

Woozie

NEW YORK, July 17.—Woozie-Woozie Honeydew Melon Company has just purchased time on WNEW's Joymakers' Program. Commercials for the account have the boys scratching their heads. But sponsor shipped sample crates of his products to the studio, which had all doing lip-smacking routines.

Miracle

NEW YORK, July 17.—A great light seems to be breaking over radio stations, reflected in their sales promotion, the light bringing home that surveys don't always have to have a station crowing about its coverage as being in the No. 1 spot. In a brochure coming out shortly, WOR gives itself secondary spots several times, but brings out that it always has a large audience. WFIL, Philadelphia, did the same this week, story being on this page.

Check Farm Area's Programing Likes

PHILADELPHIA, July 17.—In an effort to determine the program needs of rural listeners, WCAU has commissioned R. L. Polk & Company to conduct a survey among the hinterland dialers. Questionnaires were mailed today (17) to 10,000 radio owners in rural communities embracing WCAU's coverage area. Survey will take in four counties, Lehigh, Lancaster, Berk and Buck. WCAU figures its 50,000 watts can well service the cracker-barrel clans.

Polk questionnaire seeks info from the farm folk on what hours of the day they listen to the radio, what type of program they enjoy most and the type of program most helpful to them. Rather than station preference, survey seeks only an analysis for programing. Hitting the air at 6:30 a.m., WCAU already has several programs designed for the rural element and plans expansion in that direction.

Bulova Sets KYW Spots

PHILADELPHIA, July 17.—All time signals at KYW will be sponsored next season. Bulova Watch Company starts September 1, buying five signals between 6 p. m. and station's sign-off at 1 a. m. Account handled by the Biow Company. Daytime time signals now sponsored by Breyer Ice Cream Company have renewed their contract thru the McKee & Albright Agency, effective September 12.

Harvey's Hearst Post

PITTSBURGH, July 17.—Ed Harvey, program manager of WCAE, Pittsburgh, has been appointed program consultant for all Hearst stations and will headquarter in New York. Clifton Daniells, WCAE announcer, is being groomed for Harvey's Pittsburgh spot.

Survey Shows Favorite Types Of Programs For Philly Area

Believe it or not, hillbillies polled first for 5:45 p.m. period—sports and news shows heavily preferred—WFIL releases survey showing WCAU first

PHILADELPHIA, July 17.—Now that local radio stations have stored away their surveys of the general habits of listeners a determination of listening habits during certain periods of the day was made by Ross Federal for WFIL. For the first time a comprehensive analysis was made of daily listening habits during the three 15-minute periods between 5:45 and 6:15 p.m., generally considered the choicest during the early evening. Results released by Donald Withycomb, WFIL general manager, show that station preference for the entire period places WCAU, local CBS outlet, first with 28.60 per cent of the 2,973 calls made in the coincidental telephone survey during the week of May 24. WFIL, linked with NBC Blue, Mutual and the WLW line, is slotted second with 24.34 per cent; KYW, NBC Red, third with 18.05 per cent; WJZ, heard direct, grabbed off 8.72 per cent; WDAS, indie 100-watter, which always showed at the bottom of the heap on other surveys, shows a strong follow with 6.49 per cent over WIP, on the Intercity linkings, with 4.26 per cent, while WOR rated 2.03 per cent. All the other stations polled summarized with 2.84 per cent, and those that didn't know, refused information or gave incorrect replies counted for 2.24 of the listeners polled.

Breakdown into the three broadcasting periods found practically the same ratic existing among the stations' pullings. An analysis of the local programs covered not included in the Ross Federal gives the trade some inkling as to the type of program preferred during those periods.

Between 5:45 and 6 p.m. WCAU polled first with hillbillies, the Sleepy Hollow Gang blow jugging, for Drug Trade Products. WFIL has a show appealing to the kiddies, *Ole King Cole*, sponsored by Bachman Chocolate Manufacturing Company. KYW, tying WFIL's pull in this slot, also had a show appealing to the young, *Little Orphan Annie*. WDAS has a sports shot, period a sustainer, while WIP at that time airs Transradio news, sponsored by Laundry Gems (soap).

From 6 to 6:15 p.m. WCAU has the songs of Ben Alley, former CBS singing star, for Household Finance Corporation; WFIL airs sport shots by Hal Simonds, sponsored by Brown & Williamson Tobacco Corporation; KYW carries the Chevrolet transcriptions on Monday, Wednesday and Friday, filling in with local musical sustainers on the other days; WDAS uses phonograph dance records interspersed with spots, while WI picks up the WMCA racing results a that time on a commercial basis.

From 6:15 to 6:30 p.m. WCAU grosse the highest average in the survey, wit 31:95 per cent listeners for Bill Dyer' sport shot for Bachman Chocolate Manufacturing Company; WFIL has an et *The Freshest Thing in Town,* for Mrs Smith's Pie Company; KYW airs Kirby Cushing's sport shot for Barby's (beer); WDAS carries on recordings for 10 minutes, with Lanse McCurley taking the last five minutes of the period to spiel sports for Reinhardt's (electric appliances), while WIP fills in with a dance remote from the Hotel Adelphia.

Brochure distributed by WFIL also discloses the results of an independent survey conducted by Lennen & Mitchell to determine the popularity and effectiveness of radio news broadcasts in Philadelphia. Agency handles the Tidewater Oil account, the biggest buyer of WFIL time. A man-on-the-street survey showed that 80 per cent of all the persons interviewed listen to news broadcasts, and a large percentage of these selected Gene Morgan on WFIL. Tidewater uses 30 minutes of news daily over WFIL, split into four periods, and on the strength of the survey renewed

(See SURVEY SHOWS on page 10)

Try Again on WCAU Musicians' Contract

PHILADELPHIA, July 17.—With a preliminary round robin under their belts, musicians' union, Local 77, and local Class A radio stations, according to the union's wage scale, will get together again July 22. Whole crux of the situation depends on WCAU coming in from the rebel ranks. KYW and WFIL, making it a triumvirate of Class A stations, are hardly holdouts, having employed a studio band last season.

While the initial confab found the two poles separating both sides, A. Anthony Tomei, musicians' prexy, advised that the outlook is promising. Hardly any doubt that Doc Levy will add tooters at his WCAU for next season, especially since auditions calling for the tooters have been held at the station. However, there will be plenty cross-fire over terms before the dotted line gets inked.

Last season all stations not hiring a studio band had to pay double the union scale in airing musical shows, same applying for the Philadelphia Orchestra series fed to the CBS by WCAU. For next season, however, Tomei revealed that the rebel stations won't be able to air musicians for even a triple scale. No musicians playing on a station without a studio band regardless of the circumstances and no matter what price offered is the edict. Tomei also aims to keep the rebel stations from airing sustaining musical shows fed by the network affiliation, that depending on the international's decision to enter the local impasse if negotiations become stone-walled.

Salesman Broadcaster

PHILADELPHIA, July 17.—While most radio salesmen are more interested in time selling, here is one enterprising card-rater who upsets the apple carts and devotes his time to broadcasting. New technique finds him out selling his own shows. Allen Franklin, former program director at KVOO, Tulsa, Okla., and a newcomer to the WFIL sales force, is presenting two of his own shows over the station. Does an "Old Salt" stint daily, spieling fishing patter, already boasting two participating sponsors; becomes poet-philosopher in the mornings for a "Cozy Corner" session, riding sustaining; and is readying another as the "Hollywood Hi-Hot" for movie chatter, now in the auditioning mill.

Mutual-Don Lee Set To Expand In Northwest; KQW Joins Soon

SAN FRANCISCO, July 17.—Announcement was made here this week by Lewis Allen Weiss, head of the Don Lee chain, and Ralph Brunton, manager of the Northern California Broadcasting System, that beginning August 1 KQW in San Jose will become No. 11 in Don Lee's State-wide network of outlets. KQW is a 1,000-watter and is one of three stations claiming to be the first in the nation to broadcast. For the past few years it has been a member station, with KJBS, San Francisco, of Brunton's money-making miniature network, the Northern California Broadcasting System.

When this announcement was made no hint was forthcoming from Don Lee executives that other stations would be added to the Golden Group in the near future. However, there has been for some time a feeling here that Mutual-Don Lee will soon expand thru Oregon and Washington to cover the Pacific Northwest.

However, it is reported that 10 or more Northwestern stations will shortly sign with Mutual and Lee.

NEW YORK, July 17.—Information available here is to the effect that Mutual will shortly add stations in Portland and Eugene, among others in Oregon, and Olympia, Spokane, Tacoma and Bellingham in Washington.

Modest L. B.

CINCINNATI, July 17.—Ballyhoo and extravagant fanfare will have no part in the dedication of WCKY's new 10,000-watt transmitter July 27. L. B. Wilson, prez, will make a short talk and new transmitter will begin operation with the Packard hour. Local radio editors and staff will be present, but no one else.

Boost is from 5,000 watts.

Answers to Copyright Problems

By ARTHUR E. GARMAIZE

This is the first column contributed to The Billboard by Arthur E. Garmaize, legal expert on copyright problems. The column is a service to readers of The Billboard who are confronted with problems concerning copyright.

In this column questions asked by Norman H. Brinsley, of WROK, Rockford, Ill.; Estel Scarbrough, Hamilton, O.; Earle M. Burnett, Lincoln, Neb.; Louis Suda, Chicago; The Sophistocrats, Baltimore; Thomas H. Brown, Parkersburg, W. Va.; Louis Kaine, Long Island City, and Jay Lewis. Old Orchard, Me., are answered. The questions are discussed in an unit answer because all bear a close similarity in that they refer to the protection of ideas and names. Exception to this will be noted in the answer Mr. Garmaize makes to Jay Lewis in the last paragraph of the column.

While there may be property in an idea, system, trade secret or name, they cannot be protected as such except under the following circumstances: (1) If the idea takes the form of an invention, then a patent may be secured for it; (2) if the idea takes the form of literary expression, then such literary expression may be copyrighted either before or after publication; (3) while copyright protection does not extend to the name or title of the copyrighted work, the association of the work with the title protects the latter under principles of the unfair competition and to prevent misrepresentation to the public; (4) if the idea is in the form of a name capable of being a trade-mark, then registration of such name as a trade-mark may be secured after use upon merchandise shipped in interstate commerce; (5) if neither of the foregoing is applicable, then it is sometimes possible to negotiate an agreement with a prospective user before disclosure of the idea, system, trade secret or name regulating the situation after disclosure.

Thus an idea for a contest or an idea for a radio broadcast cannot be protected as a mere idea. The literature used in the contest and in the radio broadcast may be protected by copyright and no one will be permitted to duplicate the literary forms used. But anyone is free to utilize the idea of the contest and the idea of the radio broadcast as a basis upon which to build other contests and radio programs provided they do not appropriate the literary expressions.

Neither can the names of the contest or of the radio program be separately protected as names. However, after the contest and the radio program have been before the public then it will be possible to prevent others from using the same names for similar activities on the ground that the public is misled and unfairness is involved—the greater the popularity of the original contest and program with the public the greater will be the chances to restrain subsequent imitators.

In the case of the contest with respect to which inquiry was made copyright protection can be secured upon the writings constituting the contest after publication with notice of copyright under the classification of "Book." In the case of the radio broadcast copyright protection in like manner may be secured unless the program is fully dramatic in its nature in which case copyright protection can be secured before publication.

The name of a team follows within the same principle applicable to other names and the only redress one can have is in the case of unfair use of a name which already has been used and has become associated with a particular team.

The Billboard maintains a Material Protection Bureau for filing of names and titles in order to fix a date of first use. The service is free and it is hoped and expected the profession will respect a prior use evidenced by means of such registration.

The exhibition of the pictures forming the subject matter of one inquiry is in my opinion not a violation of the Copyright Law.

The nature and the extent of the use as well as the value attributed by a publisher to his song all govern the fees charged for the use of a song or any portion of it in films. Consequently no schedule of rates can be stated. It is suggested that the writer of this inquiry communicate with Mr. Harry Fox, general manager of the Music Publishers' Protective Association, Inc., 45 Rockefeller Plaza, New York City, who acts in such matters for the publishers.

The subject matter upon which Mr. Jay Lewis secured copyright is so unique that it is suggested he be kind enough to transmit a copy of his certificate of registration together with a description or sample of the subject matter copyrighted in order that a precise idea of the matter involved may be secured and accurate advice given.

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Air Briefs

New York

By BENN HALL

WHEN W. C. Fields announced over the air that he might take a vacation plenty of fans took it seriously. Wires were sent in inquiring if Fields were really leaving. J. Walter Thompson office was plenty worried, as Fields actually had a holiday in mind, and tho he gagged up the remark, plans had actually been made for a holiday. Everything was okeh, however, in time for the next airing and Fields forget his AWOL. . . . General Hugh S. Johnson being eyed as a news commentator, but the general's robust language will have to be listerined if and when he goes on. . . . Signs of the times: American Radio Telegraphists' Association, CIO union which is signing up studio engineers, has expanded its floorage.

Sam Kaufman finished a book on children's programs for youngsters. To be distributed by Woolworth stores. . . . WMCA broadcasts 100 hours of news every seven days. . . . *Atlanta Constitution,* convinced radio is here to stay, wants a station. . . . Young & Rubicam eying a mystery script for fall production. Will definitely do a script show, but may not stick to a bleeding corpse idea. . . . Fred (FNT) Tracy trying a comeback on WBIL. . . . Ed Byron's play to be done by Norman Bel Geddes this fall. . . . Larry Nixon heading WNEW's special events department.

WPA radio division claims it led the webs in going highbrow. Did Shakespeare for 30 weeks on WMCA last summer and has done Ibsen, Sheridan, Gorki and Gilbert and Sullivan. . . . Lads at N. W. Ayer office and McCann-Erickson still worried about the coming Ford-CIO set-to. Dealers will probably be ready for production when situation eases. . . . Libel spread by Lester Gottlieb about the radio editor of *The Billboard* is a vicious calumny and deliberate mud-slinging session that could only be conceived by a Brooklyn baseball fan. . . . Dot Haas, of F&M, back after the Al Pearce tour chores are over. . . . WMCA may start evening coverage of local accidents similar to newspaper coverage. Hot flashes to break in on dance and other late programs, if and when.

Jim Barrett, of Press Radio, spoke over WOV Sunday. . . . Talk that CBS will continue to hold off on that Park avenue building construction job for a while because of Hollywood building costs. . . . Pete Bowles to vacation last two weeks in August. . . . George Emmett, who received a pink slip from the WPA office, is shedding no tears. Now playing at the Rainbow Room. . . . WMCA salesmen still enjoying their matutinal bridge. Not even scorching heat stops that. . . . Frank Headley to Minnesota for vacation with family August 9. . . . Beatrice Kay being watched by agency talent scout who sees her going places.

Chicago

By SAM HONIGBERG

THE KING'S JESTERS are holding a 16-week contract with the La Salle Hotel, starting in the fall. . . . A cold delayed Joan Blaine's trip to New York. But she'll be in the big city preparing for her new show when this is in print. . . . Mary McCormic will be Carlton Kelsey's guest artist at the Grant Park Concert Tuesday. This will mark Kelsey's second park appearance this season, playing a program of pop music again. . . . Romantic link: Jackie Heller and Judy Starr. . . . Jackie incidentally may go into the College Inn late this month following a lengthy vacation at the Edgewater Beach Hotel. . . . Lyon and Marlowe, NBC piano team, groomed for another engagement at the Palace Theater. . . . Roger Krupp, CBS announcer, back on the job after two weeks' illness. . . . WAAF's Virgil Irvin set for a screen test in September. . . . Lillian Gordoni back from the East.

Dorothy Gish and Harold Vermilyea, imported by Blackett-Sample-Hummert Agency to play the leads in WGN's five-a-week serial, *The Couple Next Door,* were introduced to the daily and trade press at a cocktail party in the Sherman Hotel Friday. They replaced Dolores Giller and Olan Soule Monday in the new policy designed to bring name players to enact leads in various shows here. Success of this venture incidentally will probably induce other agencies to take similar action. . . . Paul Sabin is trying out Dorothy Miller, formerly with Xavier Cugat, as vocalist for his band. . . . Herb Sherman, former sales manager of WOOD-WASH, Grand Rapids, Mich., joined the WJJD sales department. That station incidentally will have to get along without the Cumberland Ridge Runners for a month, the members having scattered all over U. S. for their first vacation in two years. Pickard Family now holding down their two-hour spot.

FRITZ BLOCKI doing publicity work for Kirby Hawkes, of Blackett-Sample-Hummert. . . . The WLS Barn Dance Show will be a featured grandstand attraction at the Indiana, Illinois and Wisconsin State fairs this year. . . . Chuck Haynes and Ray Ferris, formerly with Gene Arnold, returned to WLS after a year's absence and teamed up with Christine Smith, soprano. . . . John Fitzgerald, CBS special events chief, stopped off here on his way to Wisconsin and a two-week vacation. . . . Barnett Millinery Store to sponsor a new amateur show direct from the stage of the Grand Theater in Gary, Ind., starting Friday. . . . Angelo Raifelli, tenor, picked up by WLW during recent auditions held here.

Joe Silver, of WLBC, Muncie, Ind., joined WAAF's announcing staff. . . . Latest sports scribe to succumb to radio offers is Warren Brown, *Herald and Examiner* sports ed, who signed for a baseball series over WJJD. . . . Mr. and Mrs. Bobby Brown (he's WBBM's program director) off to Europe for a month. . . . Lee Gillett is the new voice in the *Cheri and the Three Notes* act, succeeding Harold Clizbe, who deserted the airwaves for another business. . . . "Buck" Gunn, of J. Walter Thompson's radio department, and Janet Fargo, of WBBM, back from their honeymoon. . . . Sherman Ellis is a new member of that station's program department.

From All Around

HELEN MORGAN, NBC San Francisco actress, has almost finished those scripts, and several station and agency men will be eying them soon for possible fall use. . . . Bill Keihauer's show, *It Happens in Every Family,* on KFOX, Long Beach, Calif., moved to a 5:15 p.m. spot. . . . C. G. Phillips, of KIDO, Boise, still trying to decide what to name that new cat. . . . Joe Kearns back with KSL, Salt Lake City, after a year's absence. . . . Leonard Strong and Glenn Shaw, of KSL, still don't want to part with their tonsils. . . . W. J. Kappes Jr. new WNOX, Knoxville, salesman.

Doug Edwards, of WSB, is showing the home folks in Troy, Ala., how tennis should be played. . . . Katherine M. Russell, Leo Hart and Dorothy Lee Mason new to the soloist roster of WHBF, Rock Island. . . . Sam L. Lefitan, KDAL, special events man, gave the Duluth natives a thrill went he took a mike with him on his flying trapeze

(See AIR BRIEFS on page 10)

Own "Web" for CIO Steel Union

NEW YORK, July 17.—Third CIO union to form its own "network" for labor airings is the Steel Workers' Organization Committee, which goes on four stations, starting July 20. Three 15-minute weekly stanzas consisting of live and recorded speeches by local and big-time labor figures will be broadcast by WHP, Harrisburg, Pa.; WJAC, Johnstown, Pa.; WCBM, Baltimore, and WSAN, Allentown, Pa. Stations are in steel area and programs will be part of a campaign to win an election to determine which union is to represent steel workers.

Programs will consist of local labor news and speeches, live and recorded. Somewhat similar plans are followed by textile and auto unions. Three Michigan stations and two Massachusetts outlets broadcast CIO union programs.

Discs are being air mailed to keep them up to date and to tie in with latest developments.

Weekly Buys Radio Time

WILDWOOD, N. J., July 17.—*Wildwood Leader,* local weekly newspaper, has taken a half hour over WPG, Atlantic City, for news flashes. Period will also serve as community promotion for the resort, interspersing the headline flashes with entertainers appearing at Wildwood's amusement centers. Sheet's AP ticker will be utilized for news copy. Frank L. FitzPatrick, new addition to *The Leader's* editorial staff, will handle the ether show. Send-off on July 22, sheet penciling at 10 p. m. to follow the Major Bowes show.

Ludy Bishop Opens Spot

NORTH WILDWOOD, N. J., July 17.—Ludy Bishop opened his summer tavern with a drawing card of Charlie Fulcher's Band; Winnie Whiteman, Sam Spotts, Senorita Nita, Barbara Joan, Bob Getty and Sunny Grazed.

Hard To Take!

CHICAGO, July 17.—Hill Blackett, of Blackett - Sample - Hummert, reveals that twice a year he sets aside two days to listen to his agency's 25 to 30 shows on the networks. He tunes in one network station early in the morning and has it on thruout the day listening to B-S-H programs. And then it's a trip to the Battle Creek (Mich.) sanitarium for a rest.

Radio and Press in Pa. Ad Campaign

PHILADELPHIA, July 17.—Advertising campaign to boost Pennsylvania as a vacationer's paradise will include newspaper and radio. Roy Campbell has been signed for a half hour weekly spot on Columbia Broadcasting System to plug the virtues of the State.

Local talent had hoped to get in on part of the radio expenditure, but a name was desired. Barnes & Aarons handle the account.

Other States have had similar campaigns. Pennsylvania's budget is said to be $100,000.

KLZ Promotes Quinn

DENVER, July 17.—Frank Quinn, national sales manager KLZ, has been promoted to sales manager, thereby relieving F. W. Meyer, station manager, of some of his duties. Quinn has been with KLZ for five years.

F. & M. Branch Out

NEW YORK, July 17.—A literary department, including radio material, has been added to the Fanchon & Marco office. Agency is arranging to secure absolute rights from authors and publishers of best sellers and using its own staff to adapt tomes for radio or pictures.

News Services Expanding Into General Production Activities

NEW YORK, July 17.—Altho news is still highly salable, major news services are working on news feature and dramatization productions to increase their gross figures. United Press, Transradio and International have been active in expanding their radio news activities, while a newcomer to the field, Van Cronkite, is attempting to handle both English and foreign language news programs.

Variations of news programs, such as dramatizations and women's, children's, comics and similar programs, may be compared to the feature pages of newspapers. Late and important news is on the front pages, while background and human-interest stories are used thruout the paper or in special sections.

While Press-Radio continues to serve news to both NBC and CBS and 10 independent stations, other competitive news organizations are offering news feature programs or have such ideas in the works. United Press, which has added a sizable radio staff to its organization in the past six months, has produced a half-hour dramatization which is being considered by several national accounts. UP has further radio plans under way now and will probably develop an extensive radio division. News-gathering facilities of United Press are being coordinated for radio use.

Transradio has announced plans for expansion in the facsimile field and will also try out instantaneous recording. Latter plans call for national and, later on, European spot coverage.

International News Service, along with Hearst's King Features syndicate, is developing news and feature programs. Local sponsored series consists of film news and comments by Hearst and non-Hearst pix critics.

Actual news broadcasts, apart from comments and news features, consume a considerable amount of broadcast time. According to a Press-Radio survey, approximately 10 hours of news is broadcast daily by combined New York City stations.

UP, INS and TR report gains since the first of the year. UP now lists 173 stations, an up of 69 since January. Transradio, with its affiliate, Radio News Association, serves about 300 stations. This includes its short-wave coverage of outlets. International now has 132 stations getting its news. Short-wave delivery was tried out by INS, but was recently discontinued.

Set Confab Dates For AFM-Wax Talks

NEW YORK, July 17.—Recording and electrical transcription companies are apparently ready to play ball with the American Federation of Musicians, following the latter's ultimatum recently that AFM members would cease making discs by August 15 unless an agreement regulating the use of discs is reached in the meantime.

Letter from AFM headquarters to recorders stating its attitude was followed this week by another to radio stations in the United States and Canada.

Bert Henderson, AFM exec, this week said record and transcription firms had thus far made no overtures, but spokesmen for recording companies have already indicated willingness to meet the AFM executive board July 26. Transcription companies, including Associated Music Publishers, Langworth, McGregor and Sollie, RCA, World and Standard, are expected to meet the AFM board July 30.

Conversations are expected to bring the squabble over mechanization to the highest pitch yet reached. Question of whether the disc men act in unison or individually is not bothering the federation.

BENNY GOODMAN
The Swing Master and his ORCHESTRA
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WARNER BROS.
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Los Angeles
BOSTON
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$39,000
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Sept.
DALLAS EXPOSITION
On the Air with
PROFESSOR BENNY GOODMAN
(Swing School)
for CAMEL CIGARETTES Every Tuesday
9:30 to 10:00 EDST on CBS Network
Management
MCA
745 Fifth Ave., N.Y.C.
CHICAGO • DALLAS
LOS ANGELES
CLEVELAND

Program Reviews

EDST Unless Otherwise Indicated

"Raising Your Parents"

Reviewed Saturday, 10:15-10:45 a.m. Style—Sketch. Sustaining on WJZ (NBC network).

With the exception of one glaring fault this is a swell show. It's humorous, serious, interesting at all times and chock-full of human interest to boot. Title should convey the program's thought, but if it doesn't it consists of discussions, by kids, of problems arising from their upbringing and treatment by their parents. It's dramatized Angelo Patri, but, of course, in reverse.

Milton Cross, the announcer who conducts the show, was an ideal choice, his basso voice exactly the proper contrast to the youngsters' trebles. One of the kids reads the question or problem submitted, such as a mother refusing to let her kids go on a camping trip because the older boys on the trip drink; or a parent insisting on certain musical studies. Then the various opinions are given by the juvenile counselors from the script.

The one fault consists of having every one of the juve actors in the studio holler at the same time every time a question is read or every time a telling point is scored. This happens frequently, too frequently, with annoying reactions.

Scripting, acting and direction tops.

J. F.

"Words and Music"

Reviewed Thursday, 1:30-1:45 p.m. Style—Music and poetry. Sustaining on WEAF (NBC network).

Program is subdued and of distinct appeal to a limited audience. Material comprises renditions of classical and semi-classical songs, given vocally and by organ solos, interspersed with readings of short poetry.

Narrator is Harvey Hays. Vocalists are Ruth Lyon, soprano; Charles Sears, tenor, and Edward Davies, baritone. Larry Larsen at the organ.

Material is well chosen and delivered.

P. A.

Willie Winn

Reviewed Monday, 11:15-11:30 a.m. tyle—Race horse predictions. Sus- ining over WAAF (Chicago).

Of interest to track fans anxious to rn predictions of possible winners at leading races of the day. Sprightly d expert on this program makes the ure interesting, displaying proper e track enthusiasm in his work. After ewing the last race and naming the ners predicted, he lists first, second third choices of the afternoon races the Windy City and elsewhere. The orded tune *You're My Lucky Star* ers in and closes this daily quarter ur.

Hon.

Summer Symphony

Reviewed Tuesday, July 13, 7:30-8 n. Style—Orchestra. Sponsor—Phila- phia Company. Station—KDKA (Pittsburgh).

Second in a series of nine little symphonies scheduled for the summer to replace the sponsor's regular *Varieties,* Victor Saudek's program of semi-classic and pop tunes played from the Schenley Park outdoor band shell present a pleasing half hour in keeping with the dignity of a public utility, yet vital enough to maintain audience interest in the product being plugged, electric roasters.

Picked up for 30 minutes of an hour-and-a-half concert played in the park free to the public, the musicale presents different guest soloists weekly, tonight's being Cass Ward Whitney and Dorothy Morrison, singers.

Glenn Riggs, KDKA chief announcer, handles the two plugs spotted during program.

M. F.

"Uncle Henry"

Reviewed Wednesday, 7:45-8 p.m. Style—Story teller. Sponsor—Penick & Ford, Ltd., Inc., New York City. Station—WPEN (Philadelphia).

Henry Potter, station's merchandising manager, has a telling manner in rounding up second generation of the foreign language element. An English story-teller of Jewish legends and folklore, Potter keeps 'em interested so that the announcer can get in some heavily padded palaver about the sponsor's product, My-T-Fine chocolate pudding. Spiels can stand slicing, but an accordionist piping a Hebrew melody makes it easier to gulp.

Stories are practically socialized lessons in Americanization. Rather than stressing a clash of cultures, it's always the complete assimilation of the Jewish youth to his new surroundings. When caught, told the tale about a British-Jewish congregation which enlisted the cause of the Revolution and came to America as the haven for religious freedom, and a patriotic piece about a little emigrant lad who knew all about George Washington before leaving Ellis Island.

Potter dips into the archives for his material, stressing that his tales are true ones. Wooing the mike with a friendly tone and convincing manner, he expounds the technique of the old rabbis in their story-tellings. Not easy to snare listeners on this setup, but once caught there is no trouble in holding on to them. It's a steady audience that means most for sponsor's product.

Airs thrice weekly, the Friday session reserved for commentations on the Jewish news of the day.

Oro.

"Hamlet"

Reviewed Monday, 9-10 p.m. Style—Play. Sustaining on WABC (CBS network).

(Because of the wide interest in this production, The Billboard review is divided into two parts. The first half consists of a regular radio review, with the commercial angle in mind. Latter half is devoted to an analysis of the radio production from the legit standpoint.)

The Radio Angle

Columbia's version of *Hamlet* was a more gripping and meaningful production than NBC's (Beat 'em to the gun) production. Tho Burgess Meredith lacked much of the fierce intensity that was Barrymore's, the adaptation as a whole was infinitely more telling. Meredith was a Dane of restrained feeling, while Barrymore was one of force and melancholy dynamics. His appeal, while it may be considered more obvious than the intellectualized Hamlet of Meredith, was strong indeed.

CBS's *Hamlet* as a production showed infinite care, feeling and understanding. Happily, it lacked much of the choppy unevenness of the NBC Dane. It was cut and tho much was missed, great care had obviously been used in the scissoring process.

Whether American fans will suddenly develop into a nation of Shakespearean enthusiasts is scarcely a question. The Bard is still considered plenty highbrow and stand-offish, and the afternoon pop serials will probably draw larger, steady audiences. Probably the good will to be garnered in for the productions, even tho they're being done on summer Mondays, will repay Columbia well for its expense. The added fact that listening to a drama for an hour is a long sitting for even ardent fans will probably keep some from becoming regular listeners. Yet no further cutting could possibly be done. Probably a strong, somewhat select audience will be the bulk attendance at the show, with occasional sightseers dropping in on intellectual tours.

B. H.

The Legit Angle

A one-hour Shakespeare show over the air has certain advantages, the most important being that it presents a tabloid version of Elizabethan drama to thousands who, for the most part, have a tabloid liking for this sort of thing. Lacking visual production, the success of CBS' *Hamlet* depended upon two factors, a judiciously cut script and good readers rather than actors. *Hamlet* had both, Brewster Morgan supplying a first-rate job of whittling and Burgess Meredith, Walter Abel and Grace George reciting with sufficient fire to hold the audience for the allotted hour.

That Shakespeare could score without the usual theatrical trappings is nothing new, the stage being practically bare when Burbage confounded the groundlings with the grandiloquent and superbly constructed commonplaces of the Bard. But that CBS could so telescope and foreshorten the action and mental conflict is commendable. Let's hope the practice stops at the one-hour limit, however, for once the air-wave boys begin putting William thru his paces he'll be begging for 15 minutes to peddle soap.

Splurge on Shakespeare by both CBS and NBC, together with the success this season of the several Broadway Shakespearean productions and the WPA version of Marlowe's *Faust* is significant and should be handled with utmost care and ability. The public is either temporarily jaundiced or has really tripped into the slough of culture.

P. A.

ACCOUNT PLANS

JEROME WOLK & Brother, furriers, will sponsor "Audio-Grafs" puzzle contest, which employs sound effects as the unknown quantities, three nights weekly over WWSW, Pittsburgh, starting July 26. The account was placed direct after being proved successful in early summer for a Kelvinator-May-Stern tieup.

WILLIAMS FUR SHOP will bring the quiz game "Professor Yes 'n' No" back to WWSW, Pittsburgh, July 27 for 7:15-7:30 periods every Tuesday, Thursday and Saturday. Account was placed thru Collier-Tyson, agency.

SKELLY Oil Company has renewed on WMT-KSO, Des Moines. Placed by Blackett-Sample-Hummert.

FOLLOWING accounts have been signed by WNEW, New York: Madison Personal Loan, Inc.; Diamond Crystal Salt (General Foods Corporation), General Supply Company, Carter Medicine Company and Home Furniture Company.

WESTERN ad and merchandising execs sponsor a KSL show, *Industry Talks*. Idea is to sell the Salt Lake Ad Club to the consumer.

KSL renewals include Utah Bottli Works, Walkover Shoes, Flint Distrib ing Company, Blue Bird Candy Compa Z. C. M. I. Department Store, W. H. Bi Company and Rozy Theater. Chica Engineering Works has added a new minute e. t. show on the Salt Lake C outlet. Supplements spot schedule.

MORTON'S Credit Jewelers ren sponsorship of wrestling bouts for second year over WDAS, Philadelph Placed direct.

BROWN & WILLIAMSON Tobac Company, thru B., B., D. & O., rene Hal Simonds' daily sport shots ov WFIL, Philadelphia, for another weeks.

AIR BRIEFS——

(Continued from page 8)

stunt. Part of a tieup with Polack Bro Circus. . . . Bob Browne, J. Gunn Back and other KFAB-KOIL, KFOR st members pictured in *Flash,* issued stations. . . . Dick Gloyne, KFOR com mentator, doing discs for a steamsh line. Talking on various vacation spo on the Labrador coast.

Kay Crews, of KABC, San Antonio, off to Hollywood for radio and pictu work. . . . Will Shomette, of KMAC, a vacation. . . . Nita Butler has join radio-advertising department of Pay Advertising Company as assistant Steve Wilhelm. . . . The Tune Wrangle now heard daily over WOAI. . . . Leo Marcille, formerly on WNLC, New Lo don, Conn., signed as featured solo with Henry Biagini's Orchestra. Patric Cook finished her weekly series of "Li Sketches" over WICC, Bridgeport, Con to join the summer stock company the Theater Technicum, Great Barrin ton, Mass. Jack Lacey is an additi to WNBC, New Britain, Conn. Add tions to the announcing staff of WTH Hartford, Conn., now a full-time statio are Robert R. Cronin, formerly at WNB New Britain, Conn., and Joseph Makor formerly at WATR, Waterbury, Con Mary O'Keefe, sister of the Walt O'Keefe, is secretary to Manager Cedr W. Foster.

Val Clare, former free lance, h joined CKLW, Detroit, as announce handling general broadcasting assig ments. . . . Ken Martin has return to the air again as an ork leader wi a 10-piece sweet swing unit broadcas ing over WWSW, Pittsburgh. . . . Di Hartman's Tennessee Ramblers have r turned to WWSW, Pittsburgh, after fo years of traveling.

SURVEY SHOWS——

(Continued from page 7)

the account last month for another weeks.

A renewal also came thru for WFIL o the Ross Federal Research piece, B., D. & O. renewing for another 13 wee the Brown & Williamson Tobacco Co poration account at 6 p.m.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Boake Carter's pithy but superficial opinions are still poured out as tho his views were final and supreme decisions on all subjects. Carter possesses a highly individualistic delivery, an apparent authoritative background and he is showman enough to put himself over with great force and fervor. But the commentator has been running into criticism from labor, liberal and other groups for many of his statements. He evidently considers his path the righteous one, however, and is still continuing. His exaggerations and opinions are put across in a convincing manner which would probably leave the casual listener with the impression that he was speaking for the universe instead of for himself. A recent survey of news commentators showed that folks in the sticks prefer other more American-sounding broadcasters. Rising protests against Carter bear watching. It is not a question of freedom of speech. It is rather a matter for Philco to decide whether an interest-arousing speaker can stand mounting protests.

Mutual network had a splendid program in its tribute to George Gershwin. David Broekman drew from 40 men as splendid an interpretation of Gershwin melodies as has been heard for many a moon. The hour was climaxed by *Rhapsody in Blue.* Conrad Nagel made the introductions. Between tunes he presented Gershwin's friends and fellow musicians for words of tribute. Among them were Johnny Green, Fred Waring, Hoagie Carmichael, Otto Klemperer, Arnold Shoenberg and Rabbi Edgar Magnin. Virginia Verrill sang *Summertime,* a quartet sang *Bidin' My Time* and the orchestra played tunes and excerpts from many of Gershwin's best known scores, including *Porgy and Bess.*

For this type of program, which must of necessity be gotten together in haste and with insufficient rehearsal, it was a standpoint.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville Night Club and Radio fields.

Those wishing to establish idea o material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face the[illegible] name, permanent address and o[illegible] information deemed necessary. Up[illegible] receipt the packet will be dated, a[illegible] tested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

802 May Nix Picket Drive

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Musicians circulate referendum—nationalization of campaign never realized

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NEW YORK, July 17.—Future of the picketing drive conducted by Local 802, American Federation of Musicians, hinges on the results of a referendum now being circulated among the membership. Results to be announced July 22. Move follows closely upon the failure of the union to have the Federation make a national issue of the matter, Joe Weber, AFM president, pointing out at the Louisville convention that picketing methods were futile.

Drive, begun many months ago under the joint sponsorship of the American Federation of Actors and Local 802, was first aimed at all former vaude houses. Some time after withdrawal of the AFA musicians decided to concentrate their strength upon RKO, circuit which once had many weeks of vaude time but now has not a single week in New York.

With the circuit moguls apparently undaunted by incessant picketing and showing no indication of returning musicians to theaters, the local experimented with a "sit-in" strike.

Robert E. Sterne, executive board member and theater drive chairman, said the result of the referendum would not necessarily mean junking the "sit-in" strategy.

Senate Hearings For Copyright Bills

WASHINGTON, July 19.—Senate Committee on Patents, headed by Senator McAdoo (Dem. Calif.), plans to hold hearings on three copyright bills within the next two weeks. The measures pending before the committee are the Duffy Bill, held over from last session; the Sheppard Bill and the Guffey Bill.

At the time the recent Wisconsin State Legislature memorial to Congress requesting some relief from "music racketeering" flourishing in Wisconsin will be considered. It is expected that witnesses for ASCAP and other music organizations, as well as representatives of the broadcasting interests, will appear before the committee.

N. Y. Local Calls CIO Rumor "Ridiculous"

NEW YORK, July 17.—Reports that CIO operatives were active on the exchange floor of Local 802, American Federation of Musicians, were branded as ridiculous yesterday by Jack Rosenberg and William Feinberg, president and secretary, respectively, of 802. Rumors of CIO activity within the local have been recurrent for some time.

Spokesmen for the union claim that the CIO is interested in organizing employed workers, not unemployed.

One musician stated he was asked to join a group of 800 who were seeking a CIO affiliation.

Wildwood Spot Opens

WILDWOOD, N. J., July 17.—Unshuttering of Hunt's Plaza Ballroom with Art Shaw brought out the biggest crowd in the history of the boardwalk terp tavern. Ticket taker checked 3,800 persons at 75 cents per. Ballroom, using names continuously for the first time, spotting them on solo nights in previous seasons. Each name is set for a fortnight, Benny Meroff holding forth currently.

Lake Pier Ballroom Opens

AKRON, O., July 17.—Lake Pier Ballroom, at near-by Springfield Lake, badly damaged last summer by a windstorm, has been reopened under management of Robert Clair. Cliff Fledge and orchestra current. Vaude acts are added entertainment. Operates Sundays only at present.

A Lull in His Life

WILDWOOD, N. J., July 17.—Now that the music of the original Dixieland Band has had its revival, some of the tooters would have a call-back to band names of yesteryear, when it was always somebody's "Hottentots," "Dreamland Serenaders" and other descriptive titles of similar ilk. But the band billing at the Gingham Club walks off with a Nobel Prize when it comes to designating its brand of music. Spot features: Joe Tacit and His Three Rests.

Radio Music Co. Formed

DETROIT, July 17.—Radio Music Company has been formed by Robert De Leon, with headquarters at 907 Wurlitzer Building. De Leon is associated with L. Wolff Gilbert and was formerly with Villa Moret, Coast publisher.

Company will publish songs, put same on the air, on counters and introduce them thru public performances.

Opera Stars for Chicago

CHICAGO, July 17.—Operatic stars, including Mary McCormic, Mildred Gerber, Ruth Lyon, Vivian Della Chiesa, Attilio Baggiore, Jack Fulton and Mark Love, signed contracts last week for appearances at the Grant Park concerts here this summer. Their acceptances were received by James C. Petrillo, president of Chicago Federation of Musicians and member of the park board.

5,562 Cases Since '35 Tried By Trial Board of Local 802

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Max L. Arons, chairman since present administration took office, reversed on only 2 decisions—judgments among members totaled $200,477—$12,500 collected in fines

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NEW YORK, July 17.—Trial board of Local 802, American Federation of Musicians, has tried 5,562 cases since the present administration went into office January, 1935, up to June, 1937. According to Max L. Arons, chairman of the board, 225 of these cases were appealed to the international executive board, which reversed only two decisions. During the period indicated, $12,500 was collected in fines, and judgments collected for one member against another totaled $200,477.27. There were 11 expulsions for gross violations. Predominating cases are for money owed by leaders to musicians, playing for less than the price list, violations of the by-laws and unfair dealings. Cases between leader and employer go to the executive board. On violations involving agents, trial board gathers evidence and refers the minutes to the executive board, which may revoke licenses. Violations of the price list, where musicians, leaders and employers enter into an agreement to work collusion on the union, have decreased considerably since the union collected back money from the Hollywood and Paradise restaurants, amounting, respectively, to nearly $3,000 and $2,000.

Cases with human interest crop up continually, musicians who have been friendly for years bringing each other up on charges. Board attempts to settle such matters amicably, and in some cases provides interpreters so that the men, or their witnesses, may tell their stories completely. Only in the case of a gross violation, as a leader getting full money and not paying his men, does the board lay down its most severe penalty.

Plaintiffs and defendants appearing before the board may bring up any number of witnesses, and each side may cross-examine the other. Altho the board does not confine itself to rules of evidence, it does its utmost to base all decisions on facts, not hearsay.

Most prominent band leaders of the country have had altercations with their men settled by the board. Cases are on record where the Supreme Court failed to adjust matters between leaders and men on questions of contract, and such were eventually disposed of by Local 802. In tough cases both sides may come armed with their own attorneys, the board allowing this if no objections are raised.

Currently board also meets jointly with the executive board to ascertai policy to be pursued by the administration.

Conduct of the trials, according t Arons, is in accordance with the ide of a constructive improvement in th conditions of members.

Lineup of the board comprises Aron chairman; Sidney Feldman, clerk; Em G. Balzer, Frank Garisto, Edward Horn, C. G. McGibney, Albert Modiano, George Schecter and Gino Tibelli.

Besman's Mich. Bookings

DETROIT, July 17.—Doc Bolhover and orchestra have been booked for an indefinite run at the Trianon Ballroom, Detroit, by Bernard Besman, manager of the orchestra division of American Attractions office here. Band is now featuring Morrie Bradly at the drums and vibraphones, and Marvin Warren at the accordion.

Milton King's Band completed its engagement at the Gratiot Inn, Port Huron, Mich., for the same office and is now doing a string of one-nighters. Charlie Lazin and his band have been signed up for the Oasis, Detroit night spot, for the season, closing September 15.

Reviews of Records

By M. H. ORODENKER

Vocalion

A prize package, if there ever was one, in this lot. PHIL HARRIS rings in a couplet that should find the waxhounds running mad to the counters. In his best Bert Williams manner muggs a classic in *Constantly,* from the *Follies of 1910,* backing it with a swift sender of his own writings, *The Groove Song* (3583). As special stomping suzies to shuffle it out with you, EDDIE STONE lifts to a higher level with *Up Popped the Devil* and *Rhythm on the Loose* (3585), and NATE LESLIE doubles his dandy original cleffings of *Shaggin' at the Shore* and *Shake Yo' Bones* (3585). EARL HINES fathers his pianistics for an original, *Inspiration.* Unfortunate that the band is a poor match for the maestro's efforts. Backer-upper has the clary, tenor and drums making it an Earl Hines quartet for *Honeysuckle Rose* (3586), proving once again that it's Poppa Hines and not the tooters. This side will give B. Goodman's foursome little trouble.

Melotone

It's ear-pleasing and generally foot-lifting rhythmpations in this pack. All styled for tripping the light fantastic, JOHNNY JOHNSON doubles *The Miller's Daughter Marianne* and *The Image of You* (7-08-02); CARL RAVELL, the singing maestro, has a smoothie in *Harbor Lights* and *Love Is a Merry-Go-Round* (7-08-04), and for the spirited steppings JOE HAYMES cuts four sides with *Having Wonderful Time; Me, Myself and I; Got a Pair of New Shoes* and *Sun Showers* (7-08-01, 7-08-03).

Decca

JIMMY LUNCEFORD leads the tour de force with one of the smarter and swingier couplets of the day. Would have you truck on down, and you will, for the bouncing *The Merry-Go-Round Broke Down,* Sy Oliver hymning to the heated hurdy gurdy. Backup picks a swifter pace for *I'll See You in My Dreams* (1318). LES BROWN and his Duke Blue Devils make only mild dixie temperatures for Hoagy Carmichael's *Up a Lazy River,* but get going good on the turnover for a new dressing to the oldie *Feather Your Nest* (1323). SEGAR ELLIS and his saxless combo, a single clary representing the woodwinds, fails to do justice with *A Pretty Girl Is Like a Melody,* his stylization faring better on the faster tempoed *I Know That You Know* (1322).

From British quarters AMBROSE further demonstrates the top drawer quality of his instrumentation. Rich in tonal qualities, *The Coronation Waltz* is coupled with *Harbor Lights* (1321). And JACK HYLTON skillfully knits the melody fabric of *Temple Bells,* introducing *'Till I Wake* from *Four Indian Love Lyrics,* backing the symphonic piece with the subdued swingcopation of *Black and Blue Rhythm* (1324).

RAY KINNEY, with Dick McIntire and his Harmony Hawaiians, goes dreamy on the waltzer *Our Last Hawaiian Moon,* backing with an islander hillbilly ditty, it had to come sooner or later, *Kilakila Haleakala* (1223), done all righty in the native tongue, even if the cowboys don't ride the range out in Hawaii.

Victor

From all appearances this label is out to outdo the swingography peddled by the Irving Mills groovings, which means that the waxhounds who hum hot hymnals to the hurdy gurdy will have to split their allegiance. To match the moochings of the Raymond Scott Quintet on the *Master* label *Victor* has commissioned BERT SHEFTER to whip together a Rhythm Octet. Jivin' symphonies in the swing mode, this gang cuts their premiere with a doubling of descriptive original tomes, *S O S* and *Locomotive* (25614). It's strictly musical meat for the musicians, but their rabid ramblings in rhythm will send the most naive neophyte. Gang cuts it as novel as the Scott fivesome. Label carries the personnel and the D. Waide listed on trumpet is undoubtedly the Davie Wade that sends satch-mo with the Raymond Scott gang. It's the music of tomorrow which all the waxhounds will want today.

Still catering to the cats, label gave way to the Hot Club of America, which supervised a coupling by clarinetist MEZZ MEZZROW and a hand-picked crew of lesser known swingsters for Larry Clinton's *The Swing Session's Called to Order* and *Hot Club Stomp* (25612). And with all due respect to John Hammond and his cultural auxiliary to this thing called swing, platter is a letdown for the critical cats, offering nothing more than a hot dance dish. Even the lickings fail to inspire. Rather than catching the spirit of barrelhousers with their hair let down, the Hot Club presents a well-rehearsed unit, discarding the halo of jam music for ensemble work. For real jammin' TOMMY DORSEY and his Clambake Seven typifies the sending spirit, even on the out-and-out commercial *Who'll Be the One This Summer?* and *Is This Gonna Be My Lucky Summer?* (25610), the maestro himself sliding the slip aplenty, with repetitious salaams for Johnny Mince, Davie Tough and Edythe Wright's hymnaling.

BUNNY BERIGAN lays low on the powerhouse for a smoother brand of syncopating with *Roses in December* and *Let's Have Another Cigaret* (25613). And for the sugary interpretations GEORGE HAMILTON makes delightful music-box music with *Born To Love* and *There Must Be Paint in the Sky* (25611).

Master

CASPER REARDON, hot harpist, whose conservatory background makes his pickings a classic for the cats, is introduced to the wax fraternity. Studio tooters serve as his "orchestra," backing his take-offs on *Ain't Misbehavin'* and beautiful arpeggio embellishments for Ellington's *In a Sentimental Mood* (133). No playing up to the Hickory House gang on this one. It's the ultra Rainbow Roomish rhythms, especially on the latter side. Even HUDSON-DE LANGE lays low on the sock rhythms to prove they can do justice to the pash pops, making dancing a dreamy sort of tripping with their *Back in Your Arms,* Eddie De Lange lending voice to the lyrics, and Will Hudson's dandy *You're My Desire,* with Ruth Gaylor, who has since left the band, song selling (132).

DUKE ELLINGTON once again goes ahead of the times in offering his *Azure,* whose close harmonies are more soulful than his *Mood Indigo.* Backs it smartly with Juan Tizol's exotic *Caravan* (131). Pipes of HELENE DANIELS are more than adequate for the standard treatment to *Rockin' Chair* and *St. Louis Blues* (134), Nat Brusiloff conducting the ork cutting thru. Sells the songs as written with no hot figurations to dirty 'em up, a vocal choir further adding zest to her straight song painting.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, July 9, thru Thursday, July 15, and also, for comparative purposes, from Friday, July 2, thru Thursday, July 8. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by the Accurate Reporting Service.

Position	Title	Publisher	Plugs			
			July 9-15		July 2-8	
			Net.	Ind.	Net.	Ind.
1.	Where or When? (M)	Chappell	36	25	27	29
1.	It Looks Like Rain	Morris	36	15	34	16
2.	Sailboat in the Moonlight	Crawford	28	26	23	24
3.	Merry-Go-Round Broke Down	Harms	22	27	32	28
3.	September in the Rain (F)	Remick	22	12	15	14
4.	Gone With the Wind (F)	Berlin	21	15	16	14
5.	Having Wonderful Time	Paull-Pioneer	19	17	12	11
6.	The You and Me That Used To Be	Berlin	18	17	22	18
6.	Stardust on the Moon	Marks	18	15	10	24
6.	There's a Lull in My Life (F)	Robbins	18	8	18	13
7.	Whispers in the Dark (F)	Famous	17	9	9	10
8.	I Know Now (F)	Remick	16	18	18	19
8.	Satan Takes a Holiday	Lincoln	16	14	10	11
8.	You're My Desire	Mills	16	13	14	11
8.	Toodle-oo	Words & Music	16	8	15	7
8.	Love Is Never Out of Season (F)	Feist	16	6	13	7
9.	Strangers in the Dark (M)	Crawford	15	19	14	14
9.	They Can't Take That Away From Me (F)	Chappell	15	17	16	16
9.	Cause My Baby Says It's So (F)	Remick	15	14	16	12
9.	Carelessly	Berlin	15	10	11	11
10.	Where Are You? (F)	Feist	14	20	10	15
10.	They All Laughed (F)	Chappell	14	16	16	18
10.	All God's Chillun Got Rhythm (F)	Robbins	14	12	16	21
10.	I'm Feeling Like a Million (F)	Robbins	14	12	6	7
10.	Miller's Daughter, Marianne	Shapiro, Bernstein	14	9	13	9
11.	Johnny One-Note (M)	Chappell	13	15	6	17
11.	You're Looking for Romance	Ager, Yellen	13	14	5	12
11.	Never in a Million Years (F)	Robbins	13	12	15	23
11.	Blue Hawaii (F)	Famous	13	9	7	12
11.	A Message From the Man in the Moon (F)	Robbins	13	5	12	6
12.	Sweet Leilani (F)	Select	12	18	18	15
12.	Caravan	Exclusive	12	18	12	10
12.	You'll Have To Go to Heaven	Donaldson	12	16	12	11
12.	So Rare	Sherman Clay	12	14	11	11
12.	First Time I Saw You (F)	Santly-Joy	12	13	8	14
12.	When Two Love Each Other	Davis	12	9	13	12
12.	Image of You (F)	Feist	12	7	13	7
12.	Wake Up and Live (F)	Robbins	12	9	9	9
12.	Harbor Lights	Marlo	12	7	7	11
13.	Night Over Shanghai (F)	Remick	11	14	9	8
[illegible]3.	Me, Myself and I	Words & Music	11	14	8	13
[illegible]3.	Cuban Pete	Hollywood	11	10	13	9
[illegible]3.	Good Mornin' (F)	Famous	11	10	5	10
[illegible]4.	Was It Rain? (F)	Santly-Joy	10	21	11	16
[illegible]	Stop! You're Breaking My Heart (F)	Famous	10	9	10	4
[illegible]	I Hum a Waltz	Miller	10	5	9	8
[illegible]	Till the Clock Strikes Three	Shapiro, Bernstein	10	4	11	3
[illegible]	Shame on You	Major	10	1	4	1
[illegible]	Am I Dreaming?	Davis	10	1	0	2
[illegible]	Tomorrow Is Another Day (F)	Robbins	9	11	12	8
[illegible]	Stardust	Mills	9	7	6	6
1[illegible]	Dancing Under the Stars	Select	9	7	4	3
1[illegible].	I'm Bubbling Over (F)	Robbins	9	6	5	5
15.	Summertime (M)	Chappell	9	5	4	1
16.	Yours and Mine (F)	Robbins	8	13	8	11
16.	Turn Off the Moon (F)	Popular	8	13	6	11
16.	Love Bug Will Bite You	Santly-Joy	8	12	8	11
16.	Born To Love (F)	Harms	8	10	7	2
16.	Scattin' at the Kit Kat	Exclusive	8	8	6	9
16.	Can I Forget You? (F)	Chappell	8	7	3	1
16.	Love Me	Red Star	8	5	5	3
16.	Posin' (M)	Chappell	8	0	3	2
16.	If You Should Ever Leave Me (M)	Chappell	8	0	2	1
17.	The Shag	Ager, Yellen	7	15	11	13
17.	Heaven Help This Heart of Mine	Chappell	7	15	7	10
17.	You Can't Run Away From Love	Remick	7	9	9	13
17.	Penthouse on Third Avenue (F)	Feist	7	10	9	11
17.	Kitchy Mi Koko Isle	Miller	7	9	9	8
17.	Ole King Cole (M)	Schuster	7	9	4	10
17.	Let's Call the Whole Thing Off (M)	Chappell	7	6	11	8
17.	When Day Is Done	Remick	7	4	1	4
17.	I'm Happy, Darling, Dancing With You	Chappell	7	3	4	4
17.	Smarty (F)	Popular	7	3	2	1
17.	Don't You Know or Don't You Care?	Feist	7	1	1	0
18.	You're Precious to Me	Marks	6	8	2	13
18.	Vienna Dreams (F)	Harms	6	6	7	2
18.	Moon at Sea	Mills	6	5	5	13
18.	Don't Ever Change (F)	Santly-Joy	6	5	4	6
18.	Twilight in Turkey	Universal	6	5	4	5
18.	Moonglow	Mills	6	5	0	3
18.	Darktown Strutters' Ball	Feist	6	2	4	4
18.	Three o'Clock in the Morning	Feist	6	0	2	1

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended July 19.

Wisconsin Spot Opens

RHINELANDER, Wis., July 17.—Frank Erlitz, operator of the Goodnow Ballroom, Goodnow, Wis., has leased the Danceland Ballroom at Minocqua, Wis., and will hold dances there each Saturday, Sunday and Wednesday.

Cooler for Indian Head

LAKE NEBAGAMON, Wis., July 17.—Indian Head Rustic Ballroom here has been equipped with a new cooling system. George Babb has been named manager of the ballroom by the local Chamber of Commerce.

CFM-AMU Rift Continues in Chi

CHICAGO, July 17. — The proposed merger of the American Musicians' Union with James C. Petrillo's Chicago Federation of Musicians was still hanging in air this week after a meeting of the AMU Monday to consider Petrillo's second offer, which permitted the entire AMU membership free admission to the CFM if they would dissolve completely and turn their charter over to Petrillo.

Chief bone of contention which is holding up the consolidation is a clause in Petrillo's newest statement to AMU which stipulates that Max E. Kozakewicz, AMU secretary, would not be considered in the new setup.

When this statement was read by Joseph F. Hruby, AMU president, an argument ensued among the members over the condition excluding Kozakiewicz. Meeting ended in a battle and without taking a vote on the CFM offer when Al Marney, member of the AMU for five years and recently suspended for soliciting members for the CFM, took the floor and accused Kozakiewicz and himself of misappropriating AMU funds over a period of years.

A letter was also read from the Washington CIO headquarters explaining to AMU-ers, who had applied for a CIO charter, that it was not yet ready to organize in the musicians' field.

President Hruby, in another confab with Petrillo Wednesday, asked that the barring of Secretary Kozakiewicz from CFM be reconsidered, but Petrillo stood pat on this issue, leaving the negotiations status quo until another meeting of the AMU board is held. A three-fourths majority of AMU members is required to make any decision final instead of the nine-tenths which was necessary up until last week, when this by-law was changed.

According to Hruby, 90 per cent of his men are in favor of affiliating themselves with the CFM.

Neb. Anti-ASCAP Hearing Sept. 11

LINCOLN, Neb., July 17.—The Federal Court here has set September 11 as the date for first hearing on the anti-ASCAP trial. Gene Buck, president of the society, is bringing action seeking prevention of enforcement of the bill passed by the last Legislature, which would make the music combination a violation of State law and subject to $5,000 fine in each instance of violation.

The bill was pushed thru by Senator Frank Brady, an Atkinson, Neb., rancher, and passed with not a single dissenting vote in the unicameral. It was put up to the governor and he signed it, making it a law in effect immediately.

This court action is the first step to final review before the Supreme Court. Buck claims the bill seeks to take unto a State the powers hitherto delegated only to Congress relating to copyright laws.

Elaine Mundahl to Hollywood

SPOKANE, Wash., July 17. — Elaine Mundahl, singer, left for Hollywood Wednesday upon invitation of Bing Crosby. Miss Mundahl, a contralto, has been singer and entertainer with Mann Brothers' Davenport Hotel Orchestra here for the last two years. She is a native of Wilbur, Wash.

Musicians Ponder Changes

NEW YORK, July 17.—Annual by-law meeting of Local 802 is slated for September 13. All proposed changes and additions must be submitted in writing, signed by member proposing same, and should be presented to William Feinberg, secretary of the local, on or before August 1.

Pubs-Writers Deadlocked

NEW YORK, July 17.—No settlement yet between the pubs and songwriters over the handling of transcription and sync licenses, the pubs having unanimously rejected an agreement drawn up by counsel for Songwriters' Protective Association.

Next meeting slated for Wednesday.

Sheet-Music Leaders

(Week Ending July 17)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. It Looks Like Rain in Cherry Blossom Lane (Morris) (2)
2. Merry-Go-Round Broke Down (Harms) (1)
3. Sailboat in the Moonlight (Crawford) (3)
4. Sweet Leilani (Select) (5)
5. Blue Hawaii (Famous) (4)
6. Where or When? (Chappell) (8)
7. The You and Me That Used To Be (Berlin) (6)
8. September in the Rain (Remick) (7)
9. I Know Now (Remick)
10. Was It Rain? (Santly-Joy) (9)
11. Cause My Baby Says It's So (Remick) (12)
12. Gone With the Wind (Berlin) (15)
13. Never in a Million Years (Robbins) (10)
14. Will You Remember? (Feist) (14)
15. Carelessly (Berlin) (11)

PHONOGRAPH RECORD best sellers will be found on page 81.

Chi Music Notes

CHICAGO, July 17.—Chicago Philharmonic Orchestra paid tribute last Tuesday evening during the Grant Park concert to the late George Gershwin, playing his *Rhapsody in Blue.*

Bob Cairns is pinch-hitting for his father, Jimmie Cairns, manager of the local Santly, Joy office, while Jimmie is away for vacation.

Bert Van Alystyne has just authored *Good Night, Darling,* which will be listed in the Words and Music catalog soon.

Frank Sylvester, arranger, and Larry Russell, Henry Busse's arranger, are leaving the city for a short vacation this week.

Fred Dempsey, local manager for Words and Music, received a birthday present from Joe Sanders last week when he introduced *Gone With the Dawn,* on the Words and Music catalog, over the air waves.

Music Trade Confab Soon

NEW YORK, July 17.—Annual convention and exhibit of the National Association of Music Merchants will be held at the Hotel New Yorker here July 26 to 29 inclusive. More than 2,500 musical instruments, with a retail value of $350,000, will be on display. Personnel in charge is to exceed 600.

Philly Crisis (?)

PHILADELPHIA, July 17.—Now that the Marines have come back with a helicon player for the U. S. Army Band, the local police are spreading a dragnet for tooters to join up with their Police and Firemen's Band. Taking a respite from tracking down criminals, flatfoots are on the hoof for bassoonists, cornetists and slide horners. Capt. Joseph Kiefer, bandmaster of the city combo, has advised his superiors that unless recruits are obtained the pride and joy of the bureau won't even have enough men to play chamber music.

When not playing in concerts, the men are on regular police and fire duty. Many former professionals are now wearing a badge with the band. Harry Miller, bass horn, was with Paul Whiteman; assistant bandmaster Arthur Lehman once had a professional orchestra of his own, and Frank Cianflone, trombonist, and Walter Burnside, piccolo ace, are vet pros.

Music Items

E. P. LA FRENIERE, of the Roy Music Company, announces that Erskine Butterfield, colored pianist, has been signed to appear with Noble Sissle and band.

ABE TUBIN, representing the Authors and Composers' Association of Mexico, left for home July 17 accompanied by Senor Contez, head of Station XEW, Mexico. Contez came here originally to broadcast the Braddock-Louis championship fight.

E. B. MARKS is publishing two new song albums bearing the respective titles of *Memories of Sweden* and *Memories of Poland* compiled and edited by experts in that field. The formats contain new and old compositions with the original text and new English adaptations by Olga Paul. Publications are the latest additions to a series of international albums which include folios of France, Italy, Russia, Hungary, Hawaii, Ireland, Spain, Mexico, America and Vienna.

SAM FOX has completed a deal whereby his firm secures the right to publish all the original compositions recorded by "Fats" Waller on the Victor. The first of the series has already gone to press and includes *Lounging at the Waldorf, Latch On, Black Raspberry Jam, Paswonkey, Back Up to Me* and *Fractious Fingering*. Embodied in the work will be distinctive effects and interpretation as outlined by the composer.

MOVIETONE MUSIC CORPORATION will publish two of the outstanding numbers from the new Sonja Henie musical film, *Thin Ice*. Songs are *My Secret Love Affair* and *Over Night*, both by Pollack and Mitchell.

HARMS, INC., plans immediate release of the musical score of Warner Bros.' forthcoming picture, *Varsity Show*, starring Dick Powell and Fred Waring and his Pennsylvanians. The songs to be published are *Old King Cole, Love Is On the Air To-Night, Have You Got Any Castles, Baby?, We're Working Our Way Thru College, Moonlight on the Campus* and *On With the Dance*.

BOB MILLER has arranged an extensive campaign to exploit Johnny Broderick's contribution, *And So It Ends*. He has mapped out a country-wide "plugging" stint aided and abetted by his staff and several leading batonists. Miller was inspired to do this thru the unexpected showing of the number which, in spite of limited publicizing, is revealing signs of popularity.

ALFRED MUSIC COMPANY, New York, exclusive publishers for Harry Brewer's xylophone solos, recently added two new ones to the catalog. Pieces are titled *Chicken Reel* and *Back Talk*.

JOHNNY O'CONNOR, manager of Fred Waring, who is back in town following a tour of five months, announces Waring will start a four-week engagement at the Drake Hotel, Chicago, beginning August 27. In the meantime, Waring will visit San Francisco, Denver and Kansas City.

MARION SUNSHINE AND NAT SIMON collabed on *Lucianna*, plantation song. Mills Music publishing.

BEN ALLEY, former CBS singing star now at WCAU, Philadelphia, is planning publication of several ditties he penned with Doris Havens, his organ accompanist on the radio shows.

IRVING SIEGEL and John Nilan are the composers of *I'm That Way About You*, which has just been released by Joe McDaniel Music Company. It is the No. 1 plug tune of that firm's catalog for the season.

Bruno Kern's Forecast

Note: This new weekly feature is lesigned as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selections: *HARBOR LIGHTS*, published by Marlo, and *ROSES IN DECEMBER* from RKO's *The Life of the Party*, published by Irving Berlin.

Hoffman, Pubs' Sleuth, Poison To Song Pirates, Gets Big Haul

NEW YORK, July 17.—Music publishing industry is gradually closing in on printers, distributors and peddlers of bootleg song sheets, Arthur Hoffman, the pubs' sleuth, having this week raided the plant of Patrick Bernard Mulkern, printer of *Popular Cowboy Songs* and *The Hobo News*. Three thousand copies were seized, including *The Hobo News*, which had among its pages the lyric of *Sidewalks of New York*, copyright of which was renewed in 1921.

Hoffman, formerly in the copyright department of Feist Music, for the last three years has been hot on the trail of song bootleggers all over the country. Only sheet still on sale in New York City is *The Continental*, formerly masterminded by Eddie Burke and now allegedly operated by the remainder of his associates in downtown New York. Burke, currently incarcerated for a nine-month stretch, in addition to paying a fine of $1,000, required three men to capture him. During his heyday *The Continental*, printed by the Christy press in New Brunswick, N. J., plant which publishes suburban newspapers, sold at the rate of 50,000 copies per week.

Mulkern, who, together with his wife, Lucy, depicted strumming a guitar on the front page of *Popular Cowboy Songs* as Shy Ann, had their plant in a cellar at 44 West 17th street here. A Kelly press, valued at $4,000, together with printing materials, were seized. Couple is slated to appear before the Federal Grand Jury August 16. According to Hoffman, Mulkern said between 5,000 and 10,000 sheets of *Popular Cowboy Songs* were printed monthly since 1932. This material is not sold in New York but sent out west.

Songs allegedly not in public domain, said to be found in Mulkern's sheet, are *Steamboat Bill*, published by Paull Pioneer; *In the Baggage Coach Ahead*, E. B. Marks; *Tavern in the Town*, Shapiro-Bernstein; *Frankie and Johnnie*, F. B. Haviland; *Wearyin' for You*, Boston Music Company; *When It's Lamp-Lighting Time in the Valley*, Shapiro-Bernstein; *Convict and the Rose*, Shapiro-Bernstein; *San Antonio*, Remick; *Cheyenne*, Remick; *Seven Years With the Wrong Woman*, Jack Mills; *Abdul, Abulbul Amir*, F. B. Haviland, and *Get Away, Old Man, Get Away*, F. B. Haviland.

Since Hoffman left Feist to become the pubs' Sherlock Holmes he has made hundreds of arrests for the copyright owners. He is assisted by John Weiner, and in the metropolitan area is accompanied by James Devine, specially assigned to Hoffman by the police department for this work.

Most important recent arrest was that of Theodore Aaronson, alias Puggy Harris, convicted three times. Six months ago Harris was convicted, receiving a two-year sentence. Another recent conviction was that of Jack Shea, New Haven distributor.

Musicians Ask Aid In FTP Curtailment

NEW YORK, July 17. — Local 802, American Federation of Musicians, has sent letters to all Congressmen urging support of the Schwellenbach-Allen resolution favoring non-dismissal of persons from WPA rolls for whom there is no hope of private employment.

In a circular letter 802 administration points out that musicians being dismissed were on home relief dole or assigned to manual labor prior to obtaining WPA employment. Music now affords less opportunity for employment than in 1932, the depth of the depression, according to the local. WPA officials have confirmed this opinion, but still refuse to rescind the order dismissing hundreds of musicians, which became effective Thursday.

PITT, DETROIT——

(Continued from page 3)

union drive. The association includes Harry Kalmine, general manager of Warner theaters in the Tri-State area; John H. Harris, of the Harris Amusement Company, and M. J. Cullen, manager of Loew's Penn.

Officers of the local, which to date numbers 233 members out of an estimated possible total of about 240, at $1 monthly dues, are Charles Kennedy, Arsenal doorman, president; Nestor Auth, Loew's Penn head usher, vice-president; Thelma Jackson, Harris Alvin cashier, secretary; C. J. Nolte, Stanley stage doorman, treasurer, and Joseph Onnita, Enright usher, sergeant at arms.

Meetings will be held 12:30 a.m. the second Tuesday of each month in the Peoples Alliance Building.

DETROIT, July 17. — Organization among film employees is progressing rapidly, an interview with Roger M. Kennedy, international vice-president of the IATSE and Detroit business agent of the local, showed this week. The film exchange employees are now organized close to 100 per cent, with a raise in wages for inspectresses from the former level of $12 to $15 per week to the present level of $18. A further raise of $2 is now being sought and demands for a new schedule ranging from $20 up to a top figure of $38 for head shippers has been presented to all exchange managers.

Further union demands are for a 40-hour week with provision of straight pay for overtime, which has never been paid for before.

Latest step in unionization is among theatrical sound engineers. All men in the State working for Western Electric, RCA, Cleveland Sound Engineering and some independents have now been signed up, Kennedy said. Charter has not been received from Washington yet, but is expected daily. No attempt will be made at present to organize the one and two-man shops, which are not a serious problem as yet. The public-address technicians, who do not handle theater work, apparently come under the International Brotherhood of Electrical Workers.

Activity on renewal of the projectionists' local own biennial contracts is also being started. These expire September 1, and little difficulty is expected in negotiating a renewal with only minor changes. Negotiations will be carried on primarily with George W. Trendle, president of United Detroit Theaters; David M. Idzal, managing director of the Fox Theater; Henderson M. Richey, director of publicity for Co-Operative Theaters of Michigan, and Frank Wetsman, president of Allied Theaters of Michigan.

CENTRAL CITY——

(Continuer from page 4)

painter for Opera House Association. Justin W. Brierly is business manager of the play festival.

The present Central City Opera House project, inaugurated with some trepidation six years ago, has grown to startling proportions. The accomplishment is most remarkable when one considers that Central City is located in a poorly accessible mining gulch some 40 miles from Denver, reached by winding mountain roads. The town itself is a typical mining town, a scattered collection of cottages and miners' cabins built on the terraced mountain sides, with the small business section a few blocks long running up the gulch, and mine workings dotting the background.

The opera house was originally built in the 1870s and flourished during the years when the gold mines were producing huge profits. Its stage was trod by such famous artists as Bernhardt, Barrett, Mojeska, Joseph Jefferson, Denman Thompson, Salvini and a host of others. By 1910 the city had become a ghost town and the opera house, abandoned, was a haunt for mountain rats. The heirs of Peter McFarlane, builder of the theater, presented the building to the University of Denver some years ago and in 1932 civic leaders launched the project that has once more put Central City on the map. During the last six years, under the direction of Robert Edmond Jones and Frank St. Leger, the play festival has had as stars such actors and singers as Lillian Gish, Richard Bonelli, Walter Huston, Clifford Neudahl, Gladys Swarthout and Natalie Hall.

Tradition surrounds the opera house. Many reminders of its palmy days remain —the four-foot-thick walls of solid rock, the exquisite interior with interesting murals, gorgeous crystal chandelier and crimson carpet from the old days. In the physical restoration of the building every endeavor was made to preserve the original atmosphere, only such present-day technical and mechanical conveniences as would not alter the actual appearance being added. The old hickory hand-made chairs are still used. In financing the project these chairs were sold at $100 each, the purchaser being privileged to dedicate the chair to whomever he chose. Names of those to whom the chairs were dedicated have been carved on the backs by Carl Beiler, well-known artist.

Sets used in this year's production were designed by Donald Oenslager and executed by Poncho Gates.

Band Reviews

Sandy Schell and His Red Jackets

Reviewed at Steeplechase Amusement Park, Brooklyn, New York. Style—Dance band.

Instrumentation: Sandy Schell, leader and drums; Phil Longo, piano; Ricky Rosborne, string bass; Phil Shadlin, tenor sax, clarinet and arrangements; Banks, first alto sax and clarinet; Bobby Agnew, third alto sax, trumpet and clarinet; Percy Baselice, trombone; Earl Rogers and Ruby Melnick, trumpets.

An energetic and hard-working group, band is playing this Coney Island spot for the eighth consecutive summer and has attracted a considerable following among the lads and lasses who like their music hot but danceable.

Spot is one that hight well cause any band to quake in its boots, because boys have to contend with adjoining noise from roller coasters, hooplas and other Coney Island cacophony. That they turn in such capable performances is much to their credit.

Schell emphasizes rhythm section, placing drums and bass down front. Has a repertoire of pops and special hot arrangements of *Marie, Jazz Me Blues, Sweet Sue* and other hot classics to satisfy the swingster dancers. Sax section is outstanding, carrying a sweet or swing melodic burden with understanding and rhythm. In Longo and Agnew, Schell has two fine musicians. Longo taking a few solo measures in *Stardust* showed clarity and finish in his piano. Agnew's trumpet has the authentic hot intonation and a bold attack that sweeps a tune off its feet. Shadlin's sax is better than his clarinet, which has a tendency toward shrillness. Band as a whole leans on Dorsey and Goodman style of smooth swing. Brass section is weak, blaring too much and often failing to polish off a note as it should be done.

Band's outstanding novelty is a five-man unit playing Dixieland arrangements of the hot oldtimers.

With more modulation, softness and finesse this band should go places. A gal warbler and more vocals would help.

Zolotow.

Bob Saunders and Orchestra

Reviewed at Guernewood Bowl, Guerneville on the Russian River, Calif. Styl —Dance and show band.

Instrumentation: Lenny Hines, Ke Loftsted, Harry Saladin, saxes; Gene a Smith, trombones; Larry Heising trumpet and violin; Bob Kinney, pian Fred McElmurray, guitar; Tom Floy bass; Hi Davis, drums. Saunders lea and vocals.

Playing as it is in an outdoor spo, the music of this group is a bit distorte, but the musicianship is excellent. Originally Harry Barris' Band, ork was take over a few months ago by Saunde, formerly a featured vocalist with Eddie Fitzpatrick. Saunders has a fine tenor voice and has had commercial radio spots of his own.

When Barris had the band it leaned heavily toward swing, but style is now strictly commercial. The two trombones are featured and serve to identify the group. Cleanness and precision of phrasing and stability of tempo are observed at all times.

Saunders, a little awkward when he first took the stick, is now quite at home and makes a pleasing appearance. He vocalizes the ballads, the crooner tunes go to Fred McElmurray and attractive Jane Cook sings an occasional chorus.

Pat Kelly.

Number of Press Agents Go Up But So Must Their Virtues

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Tho newspapers have increased space devoted to clubs, number of spots and competition keeps them on toes—300 in field—few women—agency tieup frequent

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NEW YORK, July 19.—Use of press agents by night clubs has been spreading steadily and it is now estimated that there are at least 250 p. a.'s making a living out of the gentle art. Most of them are operating here, a close approximate being about 140 giving full time to the game, with another 50 or so doing part-time work. The next biggest night club p.-a. field is Chicago. Most of the part-time guys are connected with advertising agencies handling night club accounts. The agencies discover soon enough that they can't hold on to night club accounts without "special service," and so they send out occasional press releases to keep the club owner happy.

Some press agents turn the tables by opening ad agencies on the side and using their night club accounts as a buildup for the agency. An example is the Blackstone Agency, operated by Monte Proser, who publicizes the French Casino enterprises. Since most live-wire p. a.'s can convince a club owner they should handle both advertising and publicity, a tieup with an agency by the press agent is a natural consequence.

With competition for accounts so keen—what with the ad agencies spreading out into the publicity field—the p. a.'s are having a tough time keeping rivals away on one hand and retaining the boss' confidence on the other. Consequently the average p. a. is now more than that. He is often a combo confidential adviser, political string-puller, booker, agent, personal representative, advertising man, emsee, stooge and handy man. Some club owners want the p. a. to always be around the place, even tho his work is finished. That's why so many p. a.'s suffer from indigestion, lack of sunlight, lonesomeness, lack of sleep, near deafness and poor eyesight.

Altho local dailies, as well as those thruout the country, have increased the space devoted to night club news and photos, the number of spots have increased too fast in proportion. Which means the p. a.'s must wrack their brains to land enough stuff to keep the boss happy. Those p. a.'s whose spots place advertising have a pretty good chance to land publicity lineage, but the p. a.'s of small spots that don't advertise are the ones that writhe in anguish when approaching the night club editors' desks. Most of the smaller papers have the night club editor double as ad solicitor—which means, to the p. a., no ad, no publicity.

Few women p. a.'s venture into the night club field—the going is too rough. Most successful, locally, is Dorothy Gullman, who has the Hollywood, Pavillon Royal and several name acts. Other females who occasionally venture into local night club or hotel dining room publicity are Rose Bigg, Corinne Buchannan, Dorothea Cleveland, Xenia Colaer, Dorothy Kay, Phyllis Kraus and Mary Jane Kroll.

Most p. a.'s find it necessary to handle two or more clubs in order to make a living. And some offer acts "special and additional publicity" (for a fee) when these acts play spots handled by the p. a. Some p. a.'s even cut in on commissions on bookings, claiming they are "servicing" the acts. In other words, gents, they stop at nothing.

Altho they unanimously deplore "chiselers" (always meaning the other guy) and altho they mumble vaguely about a "union" to compel club owners to pay as per promise, they usually are too busy to do anything about their collective lot. Right now they're very busy wondering about the new season and too lazy to cry over the old.

Realistic!

JEFFERSON, Ind., July 17. — A dance team started to settle a personal argument while on the floor at the Club Greyhound here the other night when the male, instead of kissing his partner's hand, bit it. He then proceeded to use his fists, but the emsee on the bill stopped the scrap by knocking out the fighting dancer. The innocent customers accepted the brawl as an apache number.

Suit Tests N. Y. State Beer Law

SYRACUSE, N. Y., July 17.—Suit was brought before Supreme Court Justice James Cross by Club Madrid here against the State Liquor Authority over revocation of the club's license. Suit asks a writ of prohibition against the State board, preventing it from interfering with sale of beer at any time, regardless of the 1 a.m. closing deadline.

Club's license was revoked on complaint that beer was being sold after closing hour of 1 a.m. Spot first filed suit demanding return of the license, lost the case, then started present action, most unusual filed against the board since prohibition.

Suit charges that the State gives the board no authority to limit the hours for sale of beer; that it gives authority only for liquor and wine sales. Establishment of a beer deadline at 1 a.m., or any other hour, is claimed to be illegal.

Spot owners believe a victory by Club Madrid would throw out every ban against late sale of beer everywhere in New York State unless Legislature passes some amendment to the present law.

More Philly Closings

PHILADELPHIA, July 17.—Local nitery biz continuing its downward grade finds the Hotel Walton Roof Garden giving up the ghost until fall, closing tonight. Marks the first time roof remains dark during the summer months. Russian Kretchma, intimate spot, keeping open for only table trade, waiting until the fall for the variety fare. Hotel Adelphia remains the only hostelry catering to the midniters.

On Sundays They Fold

WILDWOOD, N. J., July 17.—Borrowing a banter from the movie houses, Golden Dragon Cafe here has lined up a series of specials for every night. Monday is set aside for Lucky Number prizes; souvenirs for the ladies coming Tuesday; Wednesday and Saturday nights find a cuffo dish of spaghetti for all comers; the inevitable amateurs hold forth on Thursday, and Friday gives a Spot Dance contest.

Sun and Docs Hypo AC Biz

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Dentists favor clean shows—novelties displace nudity—Jersey law unenforced

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ATLANTIC CITY, July 17.—Favorable July weather, together with a dental convention which brought several thousand to the resort, is booming the after-dark business and altho the shows are all cleaned up there is no apparent lack of attendance. Most of the revues this year are steering clear of strips and nudity and substituting brilliant costumes and unusual novelty numbers such as magic, tumblers, jugglers, etc., for a happy change.

Altho the no-women-working-after-midnight law has gone into effect no attempt has been made to enforce it and it is the general belief that the present conditions will continue. The Beverage Association, the Restaurant Association, the Hotel Association and several other bodies are all prepared with plenty of arguments should any effort be made to exclude women performers after the midnight hour. The law is being called class legislation in many quarters.

The old House of Morgan, flopping badly lately, rejuvenated itself this week as the Frolics Club—big new signs, plenty of light and James Hall, the movie star, as ace attraction. Too many of the Jean Harlow-Hall pictures from *Hell's Angels* seemed to be only dampening effect.

Lack of air conditioning in some of the clubs is losing them biz to the air-cooled grills of the Ambassador, Ritz and Traymore. The Ritz Gardens is still dark with not even a rumor on the opening after Benny the Bum's negotiations fell thru. Ralph Weloff's Paradise Club is clicking with a 50-person colored revue and Charlie Johnson's swing band.

Chi Area Has PayHeadaches

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Sudden cancellations and nonpayments continue—bad biz, ops' excuse

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CHICAGO, July 17.—Acts in many other summer spots are plenty worried, what with first-night cancellations of one and two-week contracts, chiseling of agents and most of them reporting a delay in payment of salaries, but this territory seems hardest hit, with complaints seeming more frequent here than anywhere else. Business has been bad week-nights, with hardly enough people out during the week-ends to cover weekly nuts. Harassed managers, blaming the acts for the poor business, have in many cases canceled them on a last-minute notice.

Latest case is that of Bobby Pincus, local comedian and emsee, who filed a complaint with the Indiana Labor Commission Board against the Club Greyhound, Jeffersonville, Ind., charging breach of contract. Pincus claims his two-week contract was broken at the end of the first week because the manager expressed a personal dislike of his act.

This follows close on the heels of the wholesale holding of the bag that was enacted last Monday when Ben Lenhoff's Cocoanut Grove folded. Club is said to have started on the wrong foot by charging steep prices and keeping the middle class night clubbing public out. Luring of big shots who could afford to drop a bank roll in the gambling room failed to materialize, however, and the operators took the easy way out. Musicians and acts were thrown out of work with, it is claimed, $5,000 due them in back salaries.

The musicians' union here pulled Mark Fisher's Orchestra after Lee Sims, a member of the AFM and of the Sims and Bailey act, demanded payment of $800 due the act for a week's work. Other victims are Paul Rosini, magician, $700; Theodore and Denesha, $100; Frances Wills, dancer, salary for two weeks; a line of Muriel Kretlow girls, salary for two and a half weeks; Dawn and Darrow, Jerry Lester and Jerry the Turk.

Lenhoff promises to pay off as soon as sufficient money comes his way and some of the acts involved are remaining in town for a while to give the operator a chance to square things.

Club Chatter

New York:

MARSHALL MONTGOMERY, current at the Showbar, Forest Hills, L. I., has been signed for a Warner short. . . . HARRY DELL, of the Dorothy Lee office, booked York and Lewis and Gordon Clark for Jimmy Kelly's, and the Lockwells, Rudith Williams, Joe Wong and Mildred Truce's Madcaps at Rjans' Rendezvous, Kew Gardens, L. I. . . . THREE MALONES are vacationing at Cohoes, N. Y. . . . OSCAR DAVIS will be emsee at the Cocoanut Grove, Park Central Hotel, for the next four weeks. . . . ERNIE MACK is doubling between the Park Central Hotel and Manhattan Beach. . . . SALLY WARREN made her radio debut July 14 as a guest on WINS. . . . MARION AND IRMA sailed for Europe July 17 to keep a nine-week engagement in Biarritz. After a fall engagement in London the team will return to New York to the International Casino.

PAUL DUKE in third week at the Riviera. . . . WILL WEBER spotted Edith Roarke and Anne Stewart for the Mirador, starting July 27. . . . LIME TRIO and the Maxellos have been added to the French Casino show which leaves here for London July 20.

Chicago:

JACKIE HELLER scheduled to move into the College Inn late this month. . . . SOPHIE TUCKER being submitted here for the couple of weeks she has open in August. . . . BALLANTINE AND PIERCE return to the Stevens Hotel July 22. . . . SUNNIE O'DEA to remain in this area for a few weeks following her current week at the State-Lake. Then to the Coast and pictures. . . . GRACE MORGAN returned to New York.

SLIGH & TYRRELL have set Billy Severin, Kay Toland and Tala and Jaime into the Club Rex, Birmingham, Ala. That office, incidentally, reports booking the Washington-Youree Hotel, Shreveport, La., again.

FRANCES WILLIAMS opens with the new Yacht Club show Wednesday (21). . . . ALEXANDER GRAY will be on the new Palmer House bill, starting August 5. . . VIA LAGO now going in for bigger shows. . . . MARCELLA SHERR, former Muriel Kretlow line girl, breaking out as vocalist under Jack Kalcheim's management. . . . NYRA NASH, singer, to move from Congress Casino to Oriental Theater. . . . FRITZIE LUHR, modernistic dancer, who closed with Anton Scibilla's *Broadway Passing Revue* in Milwaukee recently, is in town to work local night spots. . . . LILLIAN BERNARD and Flo Henrie have moved from Club Alabam' to the newly opened Rose Bowl. . . . FRANCES WILLS has opened at the Stork Club, formerly Via Lago.

Here and There:

JACK EARLY and Sally and Marion start an indefinite engagement next week at the Park Hotel, Tupper Lake, N. Y. . . . BILL DOUGHERTY is new to the staff of WRBL, Columbus, Ga. . . . JACQUELINE AND GEOFFREY have closed at the Centennial night club, Dallas. . . . ESTELLE AND LEROY are filling engagements among the French resorts in Deauville, Le Touquet and Juan Les Pins and Monte Carlo, whence they will go to Berlin for September. . . . FIVE KEWPIE DOLLS AND HARRY TAYLOR are now at the Highway Casino, Westport, Mass. . . . BUDDY ROBERTS has been held over indefinitely at the Nixon Restaurant, Pittsburgh, where Helen Lake has just closed. . . . PLEASING QUEEN MARY, at the Berkeley Hotel, London, won for Wences, ventriloquist, a four-week spot at the Dorchester Hotel. . . . JOE MARTONE ENTERPRISES now handling Don Ross. . . . MARTY NELSON, of Pittsburgh, now vacationing in San Francisco, has closed his office until fall.

DIANA MAILLARD, formerly at the Hollywood Country Club and with the Broadway production *Take It Easy*, opened this week at the Pine Room, Stratford Hotel, Bridgeport, Conn. . . . BOBBY KING is now emseeing at the Birch Grove, Bridgeport, Conn., opening there this week. . . . RODRIGO AND FRANCINE have been held over at the New Nicollet Hotel, Minneapolis, until July 28. . . . NEW SHOW at Lookout House, Covington, Ky., has Jack Leonard, emsee; Baxter and Dean, Garcia and Perrot, Jeri Harris and Tung Pin Soo, magician. Lang Thompson and orchestra have returned after a month's tour. . . . COLLETTE AND GALLE, now appearing at Hotel Gladston, Casper, Wyo., move soon into the newly opened Billings Country Club, Billings, Mont. . . . BORDINE AND CAROLE and the De Lovelies have closed a five-week run at University night club, Albany, N. Y., and moved into the Rex night club, Syracuse, N. Y., for a fortnight's stay.

RKO Repeats on Unit Producing

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Occasioned by last year's success---hands out blanket contracts to acts

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NEW YORK, July 17.—RKO's success in the production of its own units last season, particularly the *Folies Comiques,* is prompting the circuit to lay plans for additional production of this kind for the new season. To this end blanket contracts, entailing five and six weeks, are being handed to acts, mainly comedy turns, to start in September. While the circuit is left with only two weeks at present, September will usher in towns that went into straight film policies for the summer months.

For the production of the units Charles Koerner, division manager in Boston, and Bill Howard, booker, will supervise, aided by Dan Friendly, with different stagers being employed to put the shows on. Among the acts already signed to blanket contracts are the Three Swifts, the Bryants, Cinda Glenn, Four Kraddocks, Aaren and Broderick, Rudy Grasl, Vic Oliver and Forsythe, Seamon and Farrell.

The Palace theaters in Chicago and Cleveland are the only two RKO houses now using flesh. However, Boston will come in September 3, with the Three Stooges and 12 Aristocrats already booked, and other towns returning to stage shows that month will be Cincinnati and Dayton. In addition, spot bookings will be done in Kansas City, San Francisco and Minneapolis. The up-State houses are expected to return to combo policies also.

Spot-booking of RKO houses has already started, with the Fred Waring Ork playing the houses. Ork goes into the Golden Gate, San Francisco, Wednesday and follows with Denver and Kansas City. Other towns available to the units are Providence and Columbus. Furthermore, RKO will offer its units to the other circuits for towns in which RKO is not represented by theaters.

Allegheny County WPA Continues Present Status

PITTSBURGH, July 17.—Fears of WPA shutdowns which might have curtailed or killed activities of the local Federal Theater Project were allayed here by a statement from R. M. Wolf, supervisor, that plans call for continuing the 23-people vaude unit now traveling metropolitan Pittsburgh. Augmented by an eight-piece band, the acts work 18 hours a week, receive $85 monthly, show at playgrounds, for institutions and other places asking free entertainment.

Bogey of WPA kill order was started by city and county officials, who wondered where money was coming from after Congress recently held up appropriation bill. State moguls in Harrisburg, however, informed Allegheny County WPA Director James E. Kesner that present projects are okeh. About 28,000 are now on WPA roll in county.

Hylton's Agency Biz May Shelve His Baton

LONDON, July 10.—Jack Hylton, English band leader, who has been in the agency business for over two years, is expanding his agency to the extent that he may abandon his stage career. He has incorporated the local Hyman Zahl Agency into his firm and is arranging to open offices in Paris, Berlin and Copenhagen.

Hylton's agency has representation in America. At present his interests are represented in Paris by Harry Saltzman and in Berlin by Eduard Duisberg.

Britain's Seasonal Letdown

LONDON, July 10.—British vaude is in the midst of its worst spell of the year, the seasonal period when the majority of the combo houses go dark. The Moss Empires-General Theaters Circuit has 17 of its 30 houses, including the Holborn Empire and Hippodrome, dark for the next three weeks, while the Fred Collins Tour has three of its houses closed. All the houses will reopen on the Bank Holiday, August 2.

Oh, Boy!

NEW YORK, July 17.—Martha Raye, currently making a personal appearance at the local Paramount, walked across the street Thursday morning to make a surprise personal appearance at Loew's State, opposition house. She did it for Benny Davis, her old boss, but Paramount execs squawked plenty over the incident, raving that they're paying her $5,250 a week and she does a show gratis at an opposition house. She did not perform except to talk a bit and advertise that she was across the street. Loew bosses should be sore, too.

A. C. Flop Re-Echoes In Paul Moss Office

NEW YORK, July 17.—Flop of the 18-act show booked into Atlantic City for the July 4 week-end under a tieup with the American Legion re-echoed yesterday at a hearing before License Commissioner Paul Moss. P. J. McAndrews, with the United Stage Association, alleged promoter of the show, was brought before Moss on complaint of I. Robert Broder, attorney for Lester Cole's Legionnaires, Picchiani Troupe and Beale Street Boys, who were part of the show.

Moss held that he would investigate further as to whether the United Stage Association should be licensed by his office and suggested that McAndrews arrange a payoff of the acts. Later McAndrews said he would make every effort to pay off and would work out some plan of payment early next week.

Para and Loew Active On "Name" Band Buys

NEW YORK, July 17.—Loew and Paramount are continuing active in booking bands for their houses. Among the orks bought by Loew are Gus Arnheim, State here, and Capitol, Washington, July 29 and August 6; Jimmy Dorsey, Stanley, Pittsburgh, and Washington, August 6 and 13, and Chick Webb, State here, August 19.

Paramount has lined up Eddy Duchin to play Minneapolis and Chicago the weeks of August 6 and 13, and Rudy Vallee for Chicago August 20 and Minneapolis August 27 for five days.

Billy Rose "Show of Shows" Starts 40-Week Tour in Oct.

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Combination of highlights of all Rose's shows during last five years—to play auditoriums, theaters and cafes —to be broken down into units following tour

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NEW YORK, July 17.—About 40 weeks have already been lined up, taking in auditoriums, theaters and cafes, for Billy Rose's proposed fall road production, *Show of Shows,* which will be a combination of the highlights of all shows produced by Rose in the last five years. Show, which Rose says will be the biggest thing to go out since *Ben Hur,* is scheduled to open a week after the October 16 closing of the Fort Worth Exposition, starting off in Texas and heading for the Coast. Rose says that the show is being put on with his own money, that it will carry from 125 to 150 people, traveling by rail, and will play dates ranging from one-day to two-week stands. He also figures on breaking down the show after its tour into units for theaters and clubs.

Ned Alvord has been out the last several weeks lining up the bookings, setting October 25 in Brownwood, Tex., as the opening date. Other Texas towns immediately following the opening are San Angelo and Big Spring. It is likely that the show will run for two weeks in San Francisco. Four men will travel ahead of the show, with Rose intending to give it real circus ballyhoo.

Show will probably include highspots of such Rose ventures as Casino de Paree, *Jumbo, Casa Manana* and the Fort Worth show. Albert Johnson has been assigned to design it, while John Murray Anderson will stage it. All the work will be done in Fort Worth, with Johnson there already and Andreson scheduled to return from his European trip September 20. Rose was here all this week, contacting various agents on talent.

While the show will principally play auditoriums, in view of the suitability of those spots for so large a venture, Rose claims that theaters and cafes will be included. The show requires about a 100-foot stage. Following the road tour, Rose feels that it will be a cinch to break it down into several units for large-sized picture houses.

Chicago Theater Tries Band Policy

CHICAGO, July 17.—Chicago Theater here will attempt the pit-band policy of the Paramount, New York, starting this Friday, leading off with the Ted Weems Ork. Pending the success of the policy the house's pit band will be retained.

Chicago Theater has a strong lineup of "name" bookings to follow Weems. Martha Raye will come in July 30; Herman Bing, August 6; Eddy Duchin and ork, August 13, and Rudy Vallee, August 20.

Internat' Casino Bookings

NEW YORK, July 19.—Bookings so far for the International Casino here includes the Gaudsmith Brothers, Caligary Brothers, Stadler and Rose and Bobby May. Club, atop the Criterion Theater, is scheduled to open the middle of next month.

Para's 110 Gs in 2 Weeks

NEW YORK, July 19.—When Martha Raye closes at the local Paramount Tuesday night the house will have grossed in the neighborhood of $110,000 for the two-week engagement. A third-week holdover of the show was desired, but advance bookings of Miss Raye into Boston, Detroit and Chicago made it impossible.

Vaudeville Notes

BEN DOVA, booked into the Metropolitan, Boston, August 12, will return to Europe the following week. . . . "Red" Skelton will guest-shot on the Rudy Vallee air show on the opening day of his repeat booking at the State, New York, August 12. . . . Monroe and Grant have landed an 11-week booking thru the Simon Agency, starting August 7, for the Billy Rose show in Fort Worth. . . . Howard Pierce, of the Michigan, Detroit, was in New York from Tuesday thru Thursday, planing in and out, and will be back August 2. . . . Hamid's Boxing Bear, a European importation, goes into the Metropolitan, Boston, July 29. . . . Harry Levine and Helen Daly, of the Paramount booking office, New York, returned from their vacation Monday, while Harriet Leiman started on hers Saturday. . . . Bill Howard, RKO booker, is vacationing at Peterboro, N. H., and will be back next week. Dan Friendly is looking after the books for him.

STEPIN FETCHIT will head an all-colored unit to be handled by the Simon office. . . . The Rekoffs sailed Saturday for South American dates. . . . Bert Salter sailed July 14 on the Manhattan to scout Europe for talent for the Lady Sen Mei office. . . . Wally Hall, Danny McGovern and Jerry Wallace, of Lester Cole's Midshipmen, have formed their own singing act under the title of the Guardsmen, with Ben Shainin handling it. . . . Sol Shapiro, of the Morris office, returned on the Normandie last Monday (12) after seven weeks abroad, and Dick Henry, of the office, left on the same boat the following Wednesday for his trip abroad. . . . Fonzals sail from New York August 4 on the Normandie for European dates, with Masters and Rollins sailing August 14 on the Champlain.

TITO GUIZAR returns to New York Thursday (22) after film, theater and radio engagements in Mexico. Sails two days later for Buenos Aires to fulfill a six-week contract. . . . The 125th Street Apollo, New York, will play the Bowes *Dixie Jubilee Revue* for a week, opening this Friday, and also has the Cab Calloway Ork booked for an early date. . . . Reba Chalfonte, formerly of the Chalfonte Sisters in vaude, vacationing in New York from her dancing studio in West Palm Beach, Fla. . . . Jerry Mann, who recently finished a 55-week run on the Hammerstein Music Hall air program, is now under the management of Curtis & Allen. . . . Billy Carmen, of the act Billy and Grace Carmen, is now operating the Vaudeville Booking Agency, San Antonio, in association with Helen J. and Earl Adolph. They are now booking nine weeks of club dates, Carmen says. . . . Borrah Minevitch and his harmonica gang go into the State-Lake, Chicago, week of July 30. . . . Ann Lester moving from Yacht Club, Chicago, into the Oriental Theater, that city, Friday.

ROCCO STANCO replaces Harold Beswick at the organ console at Carman Theater, Philadelphia. . . . *KYW Radio Revue,* after a week at the Earle, Philadelphia, moves to Atlantic City Million-Dollar Pier, a Harry Biben booking. . . . Ed Buckley, former partner in the Buckley & Shore booking office and also booker with the Ray Conlin-Michigan Vaudeville Office, is now operator at Wade Allen's Fine Arts Theater in Detroit.

Racine's Combo House

RACINE, Wis., July 17.—Rex Theater here reopened yesterday with a combo policy under the direction of Cooper's Theaters, Inc. Policy calls for two changes a week, with matinee admissions at 15 cents for adults and 10 cent for children.

Youngston-Akron Booking

YOUNGSTOWN, O., July 17.—The Palace theaters here and in Akron, whic have not used a stage show since May will get a vaude show the week of August 6. Henry Armetta and Californi Collegians will head a four-act show that will split the week between both houses. Lawrence Golde, of the Morris Agency, is booking the show.

Betty and Popeye Together

DETROIT, July 17.—A first-time booking is the joint buying of Betty Boop and Popeye for the same bill at the Michigan, Detroit, opening this Friday. Betty Boop is played by Mae Questelle, while the Popeye character is done by Harry Foster Welch.

Act Awarded Judgment

CHICAGO, July 17.—Haxton, Harvey and Haxton were awarded judgment against Carl Ellis, of the Club Silhouette, during a hearing here yesterday. Act charged breach of contract, which involved over $100.

AFA Sets Contract Suits

CHICAGO, July 17.—Breach of contract suits filed by four American Federation of Actors members here are listed for early fall hearings. Al Borde, agent, is listed the defendent in two, being charged with breach of contract by Lee, Strom and Lee and Eleanor Wood. The Congress Hotel is the other defendant, both the Robin Sisters and Bobby Bernard claiming cancellations of two-week contracts after opening night. Latter two suits involve nearly $700.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, July 15)

Benny Davis is back here again with a bunch of his "to be or not to be a star" kids, mating up with the Marx Brothers' pix, *A Day at the Races*, which is a combo that's sure to keep the house well in the black. While the Davis units are all so refreshing, paced at a fast and furious tempo with a bunch of youngsters trotting out their stuff, this latest aggregation of his doesn't measure up to his previous shows. Not complete on the usually strong talent he lines up. Yet the show was obviously working at a disadvantage this last show, working against time to make up for the half hour or so that it was running late. As a result everything was being boiled down, the show running but 50 minutes. Even Svengali Benny sang but a couple of his numbers, while several of the Trilbys were kept to a single number. Ruby Zwerling and the pit boys do their usually capable job on the stage, which is dressed and lighted effectively. Lou Longo is on stage also as the unit's pianist.

Davis, as usual, brings on the kids. At this show he was tripping over the announcements. He sticks with them for their last few bars to swell the reception and towards the unit's finale gets his inning with his songs. Keeps everything moving delightfully.

Leadoff specialty is Anita Jakobi, a blond lass who combines tap and acrobatic cleverly. She has talent, sells it and earned the big hand obtained. Mae McKim and Boy Friends, harmony singing quartet, let down the nice start of Miss Jakobi, offering but one number in average fashion. Mariora, young girl juggler, picked the going right up with her sure-fire turn. For a girl to do the work she does certainly is unusual and she does it all showmanly and skillfully. Vira Niva just gets by with her one song, the Russian of *Dark Eyes*, and was a disappointment. McDonald and Ross, young mixed team, are a nice hoofing pair, trying to be different in their work and succeeding. Audience liked them a lot. Mary Fenton had but one number, warbling it okeh and attempting Martha Raye mannerisms.

In the hit section of the unit are the last three specialties, Little Billy Blake, Robert Baxter and Ken and Roy Paige. The Blake boy looks like he just climbed into long pants, but the way he handles a trumpet belies it. He's a wiz on it, imitating different bands. Baxter, who has been raved about by this reviewer before, has a rich baritone voice that lends itself romantically to pop songs. He's got looks to go with it. The Paige boys, especially Roy, knock themselves out in low-down slapstick to get laughs, which they do. Hard and tireless workers a la Mitchell and Durant. Davis had trouble quieting the audience after they got thru. *Sidney Harris.*

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Loew's State Theater, New York
Week July 15—Now!
Direction—NORTH & FLAUM

State-Lake, Chicago

(Reviewed Friday Evening, July 16)

It was good to see a packed downstairs at the first evening show warmly approving the vaudeville bill, showering each act with deserving applause and proving to the picture-theater moguls once more that the customers want flesh at popular prices.

It was also a great feeling watching Karyl Norman, one of vaude's veterans, stopping the show with the same material that made him a favorite in the two-a-day heyday. In his first theater appearance in more than a year he came out warbling in a high-pitched voice *Too Marvelous for Words* and *Good Night, My Love*, in the latter changing to a low tenor and netting an audible surprise from out front. Returned in his farmer boy getup for *Daisy Days* and closed with his half man-half woman song. Begged off with a curtain speech.

Lou Duthers with Jean and Joan followed the opening line number with a neat *Goona Goo* tap strut, an ice-skating routine in which they produced natural effects and a lengthy session of competition steps. Two bows.

Sunnie O'Dea, charming musical comedy tap dancer, did two intricate turns to music of *When I'm With You* and *I Know a Girl*. A deft, well-costumed worker who had little trouble earning a heavy reception.

Boice and Ladd were the leaders in the laugh department with funny chatter and humorous bits of business. The girl is a mild riot in breeches outlining her broad hips. The gags are clean and laugh provoking. Between talk sessions Tommy Ladd impresses with an Italian serenade. This team, too, came back for a curtain speech.

Randolph Avery and Company, three knockabout lads, worked up to a show-stopping hand with falls, face slaps and a particularly good windup of acrobatic tricks. Called back for an encore.

A flashy finish was furnished by the house line, repeating its stirring tap version of *Poet and Peasant*.

Reissue of *Manhattan Melodrama* (Metro) on screen. *Sam Honigberg.*

Palace, Chicago

(Reviewed Friday Afternoon, July 16)

Ozzie Nelson is here this week with his now famous Harriet Hilliard, and while he has some good individual acts, they don't blend to make the fast entertaining bill usually expected of him. Harriet herself is not working as hard as she used to, substituting a short speech when it's another song the fans want and submitting to flattery from Ozzie and the boys upon her entrance instead of going immediately to work. She is on for two spots, singing *In Our Penthouse on Third Avenue* in the opener and later doing *The Kid in the Three-Cornered Pants* (very motherly) and an oldie, *Here Am I, But Where Are You?* The big house went for her in a big way.

The 13-piece band opens on a bare stage with *A Study in Brass* and a jazzy version of *Put on Your Old Grey Bonnet*, latter singling out Ozzie in a swingy vocalization. Harriet follows with one song, but waits in Ozzie's arms until he is thru telling her how marvelous she is.

Johnny Bryant, whistler, has a good novelty. His bird imitations are well done and his neat canary whistling makes way for a nice exit. A brief but different specialty. Shirley Lloyd, refreshing rhythm songstress, scored with *Sing Hallelujah*, *Johnny One-Note* and *The Love Bug Will Bite You*. She has a winning personality and a smooth voice.

Grace and Nikko stayed on for one comedy dance routine and could have easily continued with another, but begged off with a bow. While some of their tricks are slightly exaggerated, they produce solid laughs.

Don Cummings is next to Harriet's second appearance with his highly amusing rope act and funny patter. Stayed on for 12 minutes and not a dull moment in his entire offering. Comes thru with a number of sock rope-spinning tricks.

The boys close the bill with a medley of tunes by Tschaikowsky, aided by the house ork in the pit. Acts return for another bow.

On screen, *Talk of the Devil* (Gaumont-British). House extra good first show opening day. *Sam Honigberg.*

Earle, Philadelphia

(Reviewed Friday Afternoon, July 16)

After two disasters in a row (N. T. G. and the KYW Radio Revue) house finally does right by its patronage. Duke Ellington is the peace offering, a swingy one. This town is swing hungry and when the real thing comes along villagers aim to lick their chops. While keeping many of his star swingsters and himself under wraps, the Duke dishes out a barrel house of what it takes to rock 'em in rhythm.

Multi-hued lights play on the band for the thematic *Mood Indigo*, giving the Duke a showmanly sendoff. From then on it's a session of swingology that puts 'em in a sending spirit. A jived arrangement of *The Merry-Go-Round Broke Down* made 'em clap hands and snap fingers. Follows with an indigo tempoed *By the Shade of the Old Apple Tree*, getting-offs by Lawrence Brown's wah-wah tromboning, Cootie Williams' gabriel hornings, Harry Carney's baritone saxings and Barney Bigard's superior clarinet lickings.

The Four Step Brothers break the concert with the smartest stepology that ever graced an Earle board. Two turns in one, first a tap drill with cane twirlings and then hoof aplenty in challenges. Decked in white tie and tails and certainly the tops.

The exotic and haunting *Caravan* swings it back to the rhythmic beatings, Composer Juan Tizol spotlighting his valve trombone wizardry. Ivie Anderson shows next with the balladering *There's a Lull in My Life* and her flicker piece, *All God's Chillun Got Rhythm*. Fans have a warm spot for this canary in spite of the fact that it's been almost a year since Ellington showed in Philadelphia. Couldn't beg off and had to return for Andy Razof's race ditty, *He Does Me So Much Good*, drummer man Sonny Greer cutting thru with mugged lyrics for that spicy touch.

Iron-lipped Rex Stewart steps forward for his own concerto, *Trumpet in Spades*, replete with mile-a-minute triple tonguing. It's strictly musicians' music, fans warming up to him when hitting the roof off the house with the high Cs.

The Three Chocolateers, young lads in rag-cutting dress, are in for more of the heated hoofings. In one, warm up with rhythmic tapology and then go zany on the *Peckin'* dance craze, doing the same routine they klieged in the *New Faces* flicker. Windup has Ivie Anderson and a vocal trio from the band beating up the Duke's *I've Got To Be a Rug Cutter*.

Squatting at the Steinway, Ellington keeps it all moving at a fast pace. No long-winded intros for all the specialties, none showing need for bally in their delivery. While the Duke can never be accused of taking bows for others or hogging the spot, it would certainly have been in order for Ellington to feature his own mastery at whipping the keyboard. Another forgotten man was Johnny Hodges, band's ace alto and soprany saxman.

Opening show had 'em standing in the aisles. Clocked at 45 minutes. Screen has *Last Train From Madrid* (Paramount). *Oro.*

Roxy, New York

(Reviewed Friday Afternoon, July 16)

There have been better stage shows than the one at the Roxy this week. Including four acts and a specialty singer, the bill is saved only by its opener and closer—and both of those turns are definitely on the novelty side. When a brace of novelty acts hold a bill together there's something wrong with that bill.

Chief sock of the show—and it would be a terrific sock on any show—is the act of Evers and Dolores, a pair who do amazing and almost unbelievable stunts on the tight wire. The man includes hocking and uniped work, no less, while the girl, a cute and very attractive lass in abbreviated costumes, does among other things a routine on her toes. It's top-notch work thruout.

Other novelty, the opener, is Gautier's Steeplechase, wherein trained ponies and dogs, plus a monkey for a final flash, go thru difficult and beautifully executed gyrations. Frank Gaby, headlining the bill, has a new act (new at least to this reporter) that's nowhere near as good as the old one. Falling short on material, not on talent, Gaby only clicks when he gets to the ventriloquial singing session, with which he closes. The Stanley Brothers, in deuce spot, do a number of eccentric-acro routines, nicely executed but lacking anything particularly sensational to top the heavy competition in their field, and Frances Stevens, a cute and attractive brûnet, sings one song for a production number in an unexceptional voice.

The Gae Foster Girls, house troupe, provide background for a couple of the turns and do several numbers of their own, in one of which various of the kids are pulled out for nice specialties. Bonnie Cashin's costumes are, as usual, outstanding.

Eddie Paul and the pit boys play the show. Picture is *Super-Sleuth* (RKO-Radio), and house was only fair at second show opening day. *Eugene Burr.*

Metropolitan, Boston

(Reviewed Thursday Afternoon, July 15)

A full house greeted Clyde Lucas and his band and gave them a fine reception. Show is an unusually short one but is entertaining. Band is augmented by Linda Lee, vocalist; Joe Arena and Company and dancers Troy and Lynne. Band starts the show off with a bang with *12th Street Rag*, following with a medley, including *Never in a Million Years*, *Love Bug*, *September in the Rain* and *Call the Whole Thing Off*.

Linda Lee, pert blues singer, is next and pleases with two numbers. A nice voice. Comedy impersonations of pop bands are introduced with the number *Trust in Me*. The novelty number *Nero* is next played and sung in good style. Lyn Lucas, brother and partner of Clyde, sings *Blue Hawaii* in his inimitable high tenor.

Joe Arena and Company follow, the company consisting of a tall and blond foil and a dog. It is a comedy acrobatic act, pleasing and good. Off to a nice hand.

The band does its best work with the next two numbers, *Peanut Vendor* and a *Chinese Rhumba*, in marimba style, the latter quite unusual. Marimba band is very good. The best number of the lot is *Smoke Gets in Your Eyes*, which features the seven singing violins. A beautiful arrangement. Charles Troy and Carol Lynne follow with three neat soft-shoe routines. A good act, well dressed and the audience went for them.

Final number was *Big Boy Blue*, featuring Clyde Lucas' swell trombone playing and the vocal trio. A good number to sign off with and the folks gave the boys a warm sendoff. Lucas is a good showman and sells his band in a capable manner. *Sidney J. Paine.*

Fox, Detroit

(Reviewed Friday Evening, July 16)

House fair and audience enthusiastic for a hot and slightly rainy night. Patrons drawn chiefly by the stage show, the film offering, Universal's *Wings Over Honolulu,* being one of the weakest releases in a long time.

Sam Jack Kaufman opens the show, conducting the overture in dramatic style. Kaufman emsees for all but the first act, doing a capable job and spiriting his orchestra from the pit to the stage between acts.

Frank Connors, romantic tenor, sang *Carelessly* and displayed a voice with good timbre, especially for radio work, with an Irish throb that gets the femmes.

Gae Foster Girls, new line at this house, show plenty of zip and training. Repertoire included Hungarian, gypsy and semi-rumba numbers, with a feature in toppers and tails.

Fitz and Cahill, fast-stepping comedy dance team, try to outdo each other with trick steps that look phony but are really difficult. Raymond Wilbert follows with some hoop numbers and a clever line of patter, giving individuality to one of the old-time standard routines with several eccentric rolls.

John and Edna Torrence have a graceful kiss-and-whirl routine. Displayed showmanship enough to recapture audience support after the girl misjudged her distance and smacked head-on into the emsee at this show. They followed with a Collegiate Slouch, best described as "cute," showing considerable versatility.

Nell Kelly, brownette clown, has lots of individuality, especially in a new version of the Garbo takeoff, and Rosamonde, juvenile accordionist, displays some fast fingering on the instrument in the finale.

The top billing is given to Henny Youngman, of the Kate Smith radio program, who displays ability to sling plenty new gags and do it fast enough to keep one-third the house panicked and the other two-thirds straining to catch the gags. He does a bit of comedy with music, but his ability to reel off a monolog that looks like mighty clever ad libbing is his stand-by.

H. F. Reves.

Wintergarten, Berlin

(Month of July)

July program at the Wintergarten comes up to the usual good standard and has some fine entries.

Seff and Ric, eccentric comedy dancers and parody handlers, have several acceptable novelties, including their giant Dutch girl number, which is similar to that of the Trado Twins big man specialty. Five Ravennas, hefty athletes, show plenty of muscle and prowess in their lifts, equilibrism and pyramid building. Surefire for this house. Blod and Blodel, local act, fare well with their "human clarinet" and other items. Two Brasellos, man and woman, have a miscellany of fine wire tricks with plenty of daring.

Three Rays, America's only contribution to this lineup, register a solid hit. Young girls combining applause-coaxing acrobatics and tumbling with mirth-provoking hokum. Rudolf Klaus, accordion virtuoso, rates about top among push-box singles seen in the German capital. Forced to several encores. Shoun Foun and his Chinese Children, seven youngsters from the Orient, show amazing promise. Colorful entry with the kiddies rivaling adult troupes of this kind when it comes to contortion work. M. and J. Looring, two men acrobatic and equilibristic number, are at their best in rope balances.

Valeria, international girl illusionist, with a company of assistants, offers a magical interlude in full stage. Offers disappearances, mass productions and suspended tricks on the order of male rivals. Makes her act more interesting by donning costumes of various nationalities. Also introduces four girls who offer ball and card manipulation stunts. Good showy act and well liked. Three Rulands, boys, make good with comedy vocals and guitar and banjo numbers. Six Marvels, English adagio turn, achieve success with clean throws and catches and applause follows all of their outstanding stunts. Dalcy Trio, French comedy jugglers, satisfy in closing frame.

Palladium, London

(Week of July 5)

George Black ushers in the new vaude season at the Palladium with a strong 11-act lineup headed by Harry Richman, Mills Brothers and Max Miller. There is a surprising lack of femme talent, with only three girls being seen in the first half and one in the second.

Joe Ortnes and Partner are a big hit in the opening frame. A swell act, with

(See VAUDEVILLE REVIEWS page 21)

BENNY DAVIS

Now appearing at
Loew's State, New York
Thanks the Philadelphia Enquirer, Philadelphia, Pa., for the following:

QUEST FOR NOVELTY

"Though 'New Faces of 1937' is a duller, drearier affair than 'The Emperor's Candlestick'—for all the latter's faults—we don't regard it so bitterly because nobody in it matters much so far as we are concerned. What is 'new' about this picture beyoud some minor dancers and vaudevillians remains a mystery. Certainly there is no novelty in the back stage plot or the faces of Joe Penner. Parkyakarkus, Milton Berle, Jerome Cowan and Harriett Hilliard. If RKO had been sincere in building a production around really new faces, surely among all the hopeful youngsters yearning for a chance in Hollywood, many could have been found. In fact, all any RKO talent scout had to do was to make a raid on the potential starlets in any of the BENNY DAVIS STARDUST REVUES. The eager young performers he presented a week or so ago on the Earle stage were without exception more gifted and possessed of vastly more appealing personalities than any to be found in the 105 long, long minutes of the film. Whether it is to be regarded as a threat or promise you can decide for yourself, but RKO plans to make 'New Faces' an annual affair just as Warner Bros.' 'Gold Diggers,' M.G.M.'s 'Broadway Melody' and Paramount's 'Big Broadcast.' If this be true—and it seems to be—then we'd suggest that for the next one new faces, new writers and a new director be enlisted."

GAUTIER'S
Steeplechase

ROXY THEATER, New York, This Week (July 16)
Week July 27 and Aug. 4—Beverly Hills Country Club, Newport, Ky.
Recently concluded two successful weeks at Edgewater Beach Hotel,
Chicago, Ill.

Direction: NORTH & FLAUM
ROGER MURREL

wences

ENTERTAINER EXTRAORDINARY

A Hit in London, England.

DORCHESTER HOTEL

Doubling Palladium Theater.

EXCLUSIVE DIRECTION:
William Morris Agency, New York
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Personal Manager
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Grace and Nikko

"International Dance Satirists"

Now Playing
PALACE THEATER
Chicago

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THANKS TO OUR GOOD FRIEND
MILES INGALLS FOR EVERYTHING

THREE WINTER SISTERS

BROADWAY'S NEWEST PERSONALITIES

NOW PLAYING
CHICAGO THEATER
CHICAGO

Management
AL WILSON AND IVA FAY

HELEN TOMMY
BOICE AND LADD
"WHEN THEY WORK THEY PLAY"

This Week
STATE-LAKE THEATER, Chicago.

Direction
SAM ROBERTS.

PAT STAN
STANLEY BROTHERS

Now Appearing
ROXY THEATER
New York, Week July 16
Week July 24
MILLION-DOLLAR PIER
Atlantic City, N. J.
Personal Direction HARRY BIBEN

Strictly show-stopping are the Stanley Brothers (two). Boys do their acrobatic eccentricities to a rhythmic beat. One of the freres puts in a tumbling drunk dance that's sock from the first flop. Join for more clean-cut tumblings that ring in a savory comic flavoring and roll out to thunderous applause from a show-hungry audience. Theirs is a knockabout act that doesn't have to depend on bone crushings and head bangs to get over.
ORO in Billboard,
Issue July 17, 1937.

Barbara Parks

"THE STATUESQUE GODDESS OF SONG"
THIS WEEK—RIVERSIDE THEATER, MILWAUKEE

R K O
THEATRES
1270 Sixth Ave. Radio City, New York

Mirador, New York

It's a question here as to who's helping out whom. It's true that Mario has given Jack Osterman his comeback chance on Broadway, but it is also true that Jack Osterman is now keeping Mario's place open for the summer. With Marion Martin until recently the co-featured attraction, and with many acts since dropped and the remaining ones cut down to the bone, Osterman is now the whole works. The surrounding bill means nothing, comparatively speaking, with one exception, that being Floria Vestoff.

Jackie has received the whole-hearted support of friends and press and so far

(See MIRADOR, NEW YORK on page 21)

THE BLUES STREAK
OF THE NIGHTERIES
RUTH
DONALD

COLONIAL INN
Singac, N. J., July 16, for
4 Weeks and Then to
MURRAY'S
Tuckahoe, N. Y., for Another 4
Weeks. Booked by Earl Lindsay.
Thanks to Ruth Mack for Lots of
New Registers in Vocal Culture.

ROUTINES ADAPTED TO
NIGHT CLUBS OR THEATERS
JOHNNY SANNA
"MONKEYSHINES"
●
OPENING JULY 22
SNI-A-BAR GARDENS
KANSAS CITY, MO.

Night Club Reviews

Blue Fountain Room, La Salle Hotel, Chicago

One of the coolest and one of the more conveniently located spots downtown. Decorated in periwinkle blue with an ivory trim and the air conditioned at 70 degrees the room is an ideal setting for heat dodgers. While floor shows have been curtailed for the summer, Paul Sabin's versatile band offers enough diversion to keep the patrons satisfied.

Outfit plays smooth dance music in a variety of tempos. Most of the nine boys in the band double with vocals, the outstanding warbler, however, being Al Eldridge with a low Harlem-voiced tenor. Dancers enjoyed his versions of *Stardust* and *I'm Getting Sentimental Over You.* An entertaining trio, the Royal Jesters, is composed of Jack Armstrong, Paul Pegue and Perry Dering. Boys harmonize with pop and special tunes and prove good salesmen.

Boys in the band are Fabin Storey and Al Eldridge, pianos; Ignazio Cutrufelli and Jack Armstrong, violins; Joe Baldwin, Seymour Sabin and Paul Pegue, saxes; Charlie Kegley, drums, and Perry Dering, bass. Dorothy Miller added as vocalist. She is decorative but weak on voice.

Twice nightly the band stages special shows, singling out its specialties on the floor. Between dance sessions the pianists are kept busy chasing lull moments.

No cover or minimum week nights. A $1.50 minimum Saturdays and Sundays. Jim Smith, managing-director of the hotel, in charge.

A numerologist, Margaret Arrow, is available to those who seek advice or fun.

Sam Honigberg.

Village Barn, New York

While most other village night clubs are suffering from summer scarcity of customers, this spot continues to do a steady solid business. Caught on one of those record heat days, the spot was almost half full. The air-conditioning system helps, of course. But that's not all. It's the atmosphere, talent and food that bring them in.

Proprietor Meyer Horowitz finds turtle races, potato games and other rollicking old-time barn games positively the nuts here. The customers shed their formality amazingly quick here and get into the fun like a bunch of kids. This is probably the only night club that can get young and old customers to roll all over the floor in the rough between-show games played here.

The current show is pretty thin compared with the 10-act bills run during the winter. Nevertheless the talent is strong enough to satisfy. There's Texas Jim Lewis and his four Cowboys that positively knock 'em dead. Tex himself is an ingratiating musical imp, with other fellows helping in on the cowboy wails and rhythms. His guitarist-vocalist, incidentally, is an easy standout with his distinctive personality. The boys also double as a relief band and are on a Mutual network daily in addition.

The Leslies, young boy and girl ballroom team, are a surprise item. The girl, graceful and talented, is outstanding with her toe and ballroom work. The boy makes a sturdy understander in the adagio lifts and spins, altho he has much to achieve in poise. Not polished yet, the team shows great possibilities of rising above the crowd. Betty and Sue Carlyle, a couple of shapely sisters, offer pleasing and vigorous tapping—altho their youth and looks are enough to sell them. Mary Lou King, brunet, is the featured vocalist and makes a good impression, mainly on her earnestness and personality. However, her voice lacks expression and she's especially weak when tackling torch ballads.

An audition act was Stanley Fields and Sol Schiff, champ table tennis players new to the East. Boys play like demons and then invite customers, who get a bottle of champagne if they win. Good entertainment, but are on too long.

Julie Wintz has brought his band in, succeeding Milt Mann. Wintz is quite popular around and proves a rather ingratiating emsee, as well. His band (10 men) is not particularly distinctive —but it is more than okeh for this noisy type of audience. Plays close to customer desires.

Dinner is $1.25 and up, with a $1.50 minimum after 10 p.m. *Paul Denis.*

Club Petrushka, Chicago

Authentic Russian night spot located on the roof of a bank building in the heart of the wealthier Russian-Jewish neighborhood. The room seats only 120 and is colorfully decorated with painted miniatures of objects reminiscent of the pre-Soviet country. A gay atmosphere prevails all evening and almost continuous entertainment is offered. B. Sokolovski and V. Snejinsky are the operators. Russian food here is at its best, with dinner tagged only $1.50. No cover or minimum week nights, but a $1.50 minimum week-ends.

Russian entertainers exclusively are used here. They sing and dance in Russian and present their offerings in the gay, carefree manner typical of Russian performers. Bills are changed often, repeat business demanding new faces.

Dave Mall's four-piece orchestra furnishes the show and dance music. Play only Russian and classical music, figuring that modern American tunes have no place here. Violin solos by a member of the band are played at individual tables when requested.

On the floor when caught were Yasha and Masha Andriev, folk dancers and singers; Misha Nero, singer, and Mr. and Mrs. Mischa Koltunoff, romantic vocalists. Emotion runs away with whatever small amount of talent they possess, but they are fine for this type of club. Memories of old Russia, its songs and dances are quite enough for Petrushka customers.

On Saturdays and Sundays the floor bill is augmented with a Cossack Quintet.

Sam Honigberg.

Streets of Paris, Luna Park, Coney Island, N. Y.

The *Streets of Paris* attraction is the only legitimate floor-show entertainment in New York's Coney Island. Presented in an open-air setting, with raised stage and beer garden accommodations for the patrons, it offers a 35-minute presentation of so-so quality but pleasing enough for the not too critical fun-seeking customers. It is staged in revue form by Bothwell Browne and features four specialty acts and a line of eight from that studio.

Despite disconcerting factor of intermittent rain, making for a slippery stage and other discomfitures, and a discouraging mid-week attendance, aggregation put on a spirited show the night caught.

Howard Montgomery acted as emsee and between intros offered some comedy patter and his two turns at tapwork, of average ability. He filled the bill adequately. His appearance is much in his favor.

MaBelle Moore appeared in two stints on her own besides showing in production numbers. The first, an acro workout, highlighting one and two-hand tynsiccas, walkovers and arabesques, and the second a milder high-kicking routine with acro work interspersed. Tho not of a spectacular nature, her work is cleanly and effectively executed and her appearance is okeh.

A shouter and blues singer, with a quality reminiscent of Ethel Waters, scored with an appropriate selection of numbers, socking home her tunes with vigorous delivery and making up in sustained volume what she lacks in quality. She did *Black and Blue, There'll Be Some Changes Made, I Ain't Got Nobody* and also led the finale with *Oh, Say Can You Swing.*

Bonita is a Latin-looking youngster of teasing personality and fair enough cooch accomplishments, but she should not attempt singing. She sings *Peanuts* in Spanish but saves herself with her accompanying dance and peanut casting. She also did a short Frenchy dance to *Valentina* but scored best in her rumba to *La Bomba* and *Say Si Si.* Her sensuous rumbaing, grinding and bumps met with approval.

Lillian Love, one of the line girls, is featured in one of the several production numbers in a toe number to *Sweet Butterfly.* Her work is rudimentary but neatly done.

Chris Conti and his six-piece musical outfit do heroic work accompanying the show.

Immediately following each of the four shows nightly there is a tour, at a small charge, of the dozen or so peep shows that are an adjunct to the main show, personally conducted and embellished by Herr Sid Salzer.

George Colson.

Open Door, Chicago

A typical cocktail lounge, one of the many scattered thruout the city. In a sense it is a night spot without dance-floor facilities, entertainment features being musical strollers playing varied tunes while the patrons sip their favorite drinks. Open Door is one of the newest spots in town, completely modern in architectural designs, the general motif representing the mechanical age.

Indirect lighting arrangement and the mellow brown wall colors furnish a pleasing and peaceful atmosphere. Business has been good, drawing mostly from the young night-clubbers. Never a cover or minimum, with prices comparatively reasonable.

The Southland Rhythm Girls, musical quartet, are featured here and their feverish versions of swing tunes are just about tops for this type of room. The girls (four of them) use a bass, piano, clarinet and sax and double on vocalizations. Their repertoire is a large one, accommodating almost any tune request.

Noma, accordionist, strolls at frequent intervals, entertaining the guests at the bar. She is an attractive blonde and a capable squeeze-box player.

Sam Honigberg.

Meadow Brook Country Club, St. Louis

Far from the turmoil of the city but easily accessible via several highways, spot has during the last two summers become the choice of St. Louisans. Formerly a private club, the atmosphere as such is still maintained since William Berberich took over two years ago. During the summer season guests occupy the mammoth terrace overlooking the golf course, with the overflow being taken care of on the spacious porches and verandas surrounding the clubhouse proper. The dance floor is also on the outside, sunken about four feet, surrounded on three sides by the terrace and at the rear by the band stand and stage. Two-dollar and $1.75 dinners are

(See MEADOW BROOK on page 21)

MARY
RAYE
and
NALDI ★
INTERNATIONAL DANCE STARS
Return Engagement
RAINBOW ROOM
Rockefeller Center, New York
August 25th

DAVE
HACKER
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JUNE
SIDELL
Creators of Smart Dance
Travesty.
Now Appearing
ALCAZAR THEATRE,
Now 7th Week,
Paris, France.

10 SURE-FIRE PARODIES $1.
With Sensational Surprise Punch Lines on "September in the Rain," "Carelessly," "Never In a Million Years," "Lull in My Life," "It Looks Like Rain." "The Merry-Go-Round Broke Down," etc. You can stop a show with any one of them. Put a dollar bill in an envelope and get these sensational laugh producers NOW. Money-back guarantee. Also 6 sensational Monologues for $1. And 10 Sure-Fire Comic Recitations for $1.
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AND HER
ORIGINAL MUFF DANCE
Now playing a return engagement at
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Address Communications care The Billboard,
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MARIO & FLORIA
THE UTMOST IN DANCING.
currently
SURF CLUB
Virginia Beach, Va.
Dir.: MUSIC CORP. OF AMERICA.

JACK POWELL
Savoy Hotel, London—Jack Powell remains a comedy hit with his novel and funny black-face drummer act.—BERT ROSS, Billboard.
Dir.: LEDDY & SMITH, N. Y.

Lookout House, Covington, Ky.

This spot, piloted by the amiable Jimmy Brink, continues as one of the leading night haunts in the Cincinnati area, with business maintaining a satisfactory pace, despite the opposition of the recently opened Beverly Hills Country Club, located only a few miles away. Shows are usually changed fortnightly, with MCA now looking after the bookings. Current layout shapes up as sound entertainment, but the acts suffered somewhat from the small Tuesday night crowd.

Eight Bachelorettes give the bill a satisfactory starter with a kick and calisthenics routine to the tune of *Valencia*, after which Russ Lyon, ork leader, introduces Helen Honan, who emsees the rest of the bill in conventional fashion.

First up are Orville Stam and Martha LaRue, graceful ballroom team, who waltz their way to a sound hand. Couple works with poise and ease and make a good impression. Return later for a Roman adagio, presented in dashing fashion and which brought them liberal applause thruout the running. For an encore, Stam singles with a bit of acceptable muscle-control work.

Ed Rickard offers a distinct novelty in night club entertainment with his shadowgraphy. His deft hands fashion a host of unusual shadow effects and an abundance of sound laughs. Audience showed its appreciation with a heavy mitting. Bachelorettes return here for another routine labeled *Twilight in Turkey*.

Herbert Dexter and Jerry McGinty, the latter a kin of the Charley McCarthy, judging from appearances, make this spot a hilarious session with their ventriloquial efforts. Dexter has an exclusive style and a grand sense of manipulation. His material, much of it of an ad lib. nature, fell on willing ears and his walks around the tables with the dummy greatly heightened the interest in the act. McGinty's take-offs on Ted Lewis and Durante proved a novelty. Comely Irene St. Clair gives good assistance as the necessary fem touch. Dexter and McGinty bowed to near show-stopping applause.

Helen Honan takes this spot for her own and registers fairly well with her portrayal of various singer types. Follows with a take-off of a babe on a binge, the familiar material doing much to stifle the laughs and applause. Was at her best in a top hat, white tie and tails dance.

Bachelorettes close the proceedings with a rhythmatic routine, tagged *Ridin' High*. Russ Lyon and his 11 bandmen acquit themselves capably with the dance and show tunes. Jimmy Schuh and Phil Pavey, old stand-bys here, keep the table customers well satisfied with their strolling piano, guitar and vocal work.

Bill Sachs.

Babette's, Atlantic City

Completely renovated, with the appearance of a yacht, and a marine atmosphere carried thruout in ultra-modern manner, this supper club opened for the summer with a smart revue and bringing an innovation to Atlantic City, the supper show. In all the years of night-clubbing here, no one had the initiative to take a chance on a supper show until now. Babette did and scored a big success.

Spot is presided over by Blanche Babette Stebbins, one of the best known figures in the resort show world for some years past. Usually opening and closing her own show, she is presenting a fast combination of class, rhythm, a snappy line and brilliant costumes.

Gomez and Winona, one of the country's better dance teams, get top billing and are clicking with a series of tango and rumba specialties.

Handling the vocal assignment is Stanley Meehan, local boy who made good on the air, and now under contract to Rudy Vallee. Stanley, sometimes known as Danny when warbling for Ben Bernie, did several Irish numbers and a popular ballad. On the femme side is Lillian Barns, whose arrangements of popular songs proved extremely popular with the

(See NIGHT CLUB on page 23)

THEODORE and DENESHA
★ ★ ★
2nd Week
BON AIR
COUNTRY
CLUB
Chicago, Ill.

★ **MIACO** ★
PRINCE OF MAGIC

THE ORIGINAL
ZORINE AND HER NUDISTS
Personal Direction BILL PARENT,
Butler Bldg., Chicago.
Booking Thru VAL CAMPBELL,
Fox Theatre Bldg., Detroit.

ERNIE MACK
Man With 1,000
Faces.
Cagney's Double.
Now
COCOANUT
GROVE
Pk. Central Hotel,
New York.

RANDOLPH AVERY
★ **TRIO** ★
Pers. Dir. Gertrude Avery.

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CARL ROSINI
MASTER MAGICIAN
"Carl Rosini is the most extraordinary magician I have ever seen."—Winsor French,
Cleveland Press.
Mgt. M. C. A.

SANDY SCHELL
and his orchestra
9th Week STEEPLECHASE PARK,
Coney Island, N. Y.
Excl. Mgmt. Century Orchestra Corp.,
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The Most Unusual Act Ever Presented
TEXAS TOMMY
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HIS WONDER HORSE
BABY DOLL
Trick Shooting—Trick and Fancy Roping Act—
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Music of Yesterday and Today Played in the Blue Barron Way
Blue Barron
AND HIS ORCHESTRA
Now on Tour
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AND HIS
STREAMLINED RHYTHM ORCHESTRA
WEAF-NBC NETWORK—Thurs., 12-12:30 A.M. Sundays, 11-11:30 P.M., EDST.
PARK CENTRAL HOTEL, NEW YORK.
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Perfect For Cocktail Rooms
Biltmore Boys
"Sing and Swing with Strings"
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Jack Denny
AND HIS ORCHESTRA
Hold Over Again! SILVER FOREST, DRAKE HOTEL, Chicago
WGN and Mutual Network
Excl. MASTER RECORDING ARTISTS

CRA

WILL EDDIE
Hudson & DeLange
ORCHESTRA
PLAYLAND CASINO, RYE, N. Y.
"Ambassadors of Musical Youth"
Excl. MASTER RECORDING ARTISTS

CRA

Ina Ray Hutton
AND HER MELODEARS
"The Blonde Bombshell of Rhythm"
Excl. VARIETY RECORDING ARTISTS

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King's Jesters
"The Biggest Little Band in America"
AND THEIR ORCHESTRA
with MARJORIE WHITNEY
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King of the Muted Trumpet
Clyde McCoy
And His "SUGAR BLUES" ORCHESTRA
DECCA RECORDING ARTISTS
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Mighty Maestro of Melody
Barney Rapp
AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
Now Playing
BEVERLY HILLS COUNTRY CLUB, Newport, Ky.,
WLW and NBC Networks

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AND HIS "TOP HATTERS"
KYW, PHILADELPHIA, AND NBC NETWORK
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NEW YORK: 30 ROCKEFELLER PLAZA
CHICAGO · CLEVELAND · DALLAS · HOLLYWOOD

Orchestra Notes

EMBASSY CLUB, Philadelphia, supplanting a swing combo for the tango rhythms of Pedro Blanco.

BILL HONEY moves from the 20th Century Tavern, Philadelphia, to the Martinique Cafe, Wildwood, N. J., Lou Longo taking over at the Philly spot.

DON LUCAS making the music at Bradley's Bar and Cafe, latest Wildwood, N. J., nitery.

GIFFIN'S STUDIO, Camden, N. J., running Saturday night dances during the summer. Warner-Haines Orchestra offering the dance tunes.

EARL MOYER remains at the Cathay Tea Gardens, Philadelphia, making a full year's run.

CHARLIE FULCHER and his Dixie Rhythm Band located at Ludy Bishop's Cafe, North Wildwood, N. J., for the summer.

BILL CARLSEN and ork have been signed for a 10-week engagement at the Aragon - Trianon ballrooms, Chicago, starting December 25, with a WGN-Mutual network wire. Band leaves on a tour shortly after Labor Day for MCA.

ORRIN TUCKER and orchestra, with Bailey Sisters and Bonnie Baker, singers, opened at the Schroeder Hotel, Milwaukee, July 13. Nightly broadcasts over WTMJ.

PHIL HARRIS, despite heavy showers, pulled in an all-time record crowd at Natatorium Park, Spokane, Wash., night of July 13. Crowd estimated at 3,500. Ted Fio-Rito booked for August 2.

HENRY HALSTEAD booked for a July 23 opening at the Muehlebach Hotel, Kansas City, Mo., by Leo Salkin, of CRA's Chicago office.

HUDSON-DELANGE musicians play the Million-Dollar Pier, Atlantic City, July 21-27.

TOWN TROUBADOURS, booked by CRA, began a two weeks' engagement at Oriental Beach, Brooklyn, July 18.

PHIL NAPOLEON will open at the Hotel New Yorker, New York, July 29. Booking by Rockwell-O'Keefe.

CECIL KRISTAL is now at the Paradise Restaurant, Montgomery, Ala.

JOE MARSALA'S Orchestra is waiting for the 30-day permit to keep its date for the exposition in Paris.

HERBERT STEINER'S Band replaced Charlie Barnet's at the Hickory Lodge, Larchmont, N. Y., July 18.

TOMMY DORSEY has been engaged for seven weeks at the Pennsylvania Hotel, New York, following which he will take up a week stand at the Steel Pier, Atlantic City, before going on a tour of one-nighters.

GEORGE WILLIAMS has been engaged for a second season at Craig Beach, Diamond, O. Bobby Boucher, Argentine tenor, added to the band.

CRAIG BEACH PARK, Diamond, O., reports excellent business since name bands such as Ina Rae Hutton, Blue Barron, Al Katz and Clyde McCoy have been booked for Thursday night features during July and August.

MICHAEL BONELLI and his Bermudians deliberately sidestep swing and jam stuff at the Hotel Bond, Hartford, Conn., to cater to smooth sweet music patrons.

BOBBY MEEKER and orchestra have been succeeded by Isham Jones at Sylvan Beach Park, Houston.

REGGIE CHILD'S Orchestra, with 18 entertainers, opened on Rice Hotel Top Deck, Houston, July 6. Replaced Don Bestor.

DURELLE ALEXANDER opened last week with Dick Mansfield's Orchestra at the Hotel Ten Eyck, Albany, N. Y. Miss Alexander formerly appeared with Paul Whiteman.

ROGER PRYOR'S Orchestra succeeds Bernie Cummins and his outfit at the Edgewater Beach Walk, Chicago, August 6.

LEE SHELLEY replaces Woody Herman July 23 at the Willows, Pittsburgh.

WOODY HERMAN'S future engagements include a run at Brighton Beach, New York, August 8-14; two weeks at Hunt's Plaza, Wildwood, N. J., starting August 15, and five weeks at the Normandie Ballroom, Boston, beginning September 3, with a network wire.

SID DICKLER and band open July 23 at Yankee Lake, Youngstown, O., for a two-week stand, with option.

RAY PEARL'S Orchestra has opened at Ligonier Valley Beach, Ligonier, Pa.

CARL RAVELL'S Orchestra will follow Little Jack Little on the Cascades Roof, Claridge Hotel, Memphis, opening next Friday for two weeks. Followed August 6 by Red Norvo's Orchestra and Mildred Bailey. Gus Arnheim's Band will succeed Norvo August 20, with Bob Crosby set for September 3.

JACK TILSON and combo of six musicians and girl entertainers are in their seventh season at Spink-Wawasee Hotel and Country Club, Lake Wawasee, Ind.

COUNT JOSEF BULOWSKI'S Band is now at the Southern Mansion, Kansas City, Mo., under direction of Lee Cornwell. Bulowski, now with Consolidated, has been given the management of Jackie Coogan and his ork, now on a national tour. They have been one-nighting in principal cities of the West Coast.

RAY HUMMEL and lads will begin a 10-week tour of Nebraska, opening July 19 in Alliance.

DICK MILLS and ork opened July 14 at the Rotisserie Club, Jackson, Miss., for a four-week stay. Featured with the orchestra are Carl Rylee, vocalist; Jack Normand, accordionist; Dick Mills, electro guitar, and Roy Ferguson, musical director and arranger.

FRENCHY GRAFFOLIER'S Orchestra opened at Euclid Beach, Cleveland, July 17.

FRANKIE MASTERS and orchestra move into College Inn, Hotel Sherman, Chicago, July 28, replacing Al Trace's Band. Jackie Heller will headline the new floor show.

RAYMOND BAIRD, vaude actor, played his last date in that line last week at the Chicago Theater, Chicago. He will organize his own band and expects to open in a Minneapolis spot in the fall.

Many Pennsy Spots Face Tax Penalty

PITTSBURGH, July 17.—A number of Western Pennsylvania night clubs face a 10 per cent penalty on amusement taxes, which cease being legal in Pennsylvania after next Wednesday. Dale McCory, State revenue department chief for 24 counties, informed today as he revealed that all Pittsburgh theaters are paid up to date.

The 4 per cent tax, in effect for two years, expires Wednesday, altho the 10 per cent federal levy will still be collected. More than $1,000,000 is still owed the commonwealth by more than 6,000 amusement spots, the majority of them small night spots, membership clubs and one-night stands.

The law provides that regularly operated amusement businesses must pay each month's tax collections before the 10th of the following month or be subject to a 10 per cent penalty and 1 per cent interest for each month's delinquency. One-night stands' managers are required to pay at the end of each day's business.

According to State Revenue Secretary J. Griffith Boardman, more than $7,000,000 has been collected in the two years the tax has been in effect.

Philly Musicians Nix CIO-AFL Mess

PHILADELPHIA, July 17. — Local 77 musicians' union, AFL, has served notice that it would stay out of labor arguments involving help other than musicians. Waiters' unions, representing both labor organs, are organizing the Hotel Adelphia, each demanding a closed shop. Regardless of the outcome, A. Anthony Tomei, musicians' prexy, advised that he would not yank out the musicians if a walkout is declared by either side. A labor agreement between the hotel and the tooters is still in effect and Tomei said he would not abrogate it under any circumstances. AFL waiters threatened an appeal to Joseph N. Weber, AFM head, if the aid of the musicians is needed to effect a closed-shop agreement.

Pitt Show Boat To Open

PITTSBURGH, July 17.—Show Boat, river night spot now being remodeled, will soon reopen, bank-rolled by George Jaffe, Casino Theater owner and former backer of the club, and fronted by John Maganotti, until recently at the Plaza Cafe.

Boat was shut without notice July 2, when Furey Ross, operator since early spring, closed doors. Spot had previously hit tough luck when Freda Pope and Eddie Hess, husband-wife managers, hit b.-o. low after liquor license was suspended.

Rules Kid Law Flexible

PHILADELPHIA, July 17. — Judge James Jay Gordon Jr. ruled that the State Child Labor Act should be interpreted reasonably in reversing a decision that imposed a fine of $200 on Edgar S. McKaig, socially prominent lawyer, who allowed a seven-year-old girl to skate in a charity ice carnival held here last April 7.

Judge Gordon pointed out the skater, Shirley Foster, was appearing purely as an amateur and in no way linked with the professional exhibition given.

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Reviews of Acts

Sid Walker

Reviewed at State-Lake Theater, Chicago. Style—Comedy. Setting—In front of band. Time—Ten minutes.

A likable funster caught here with the *Folies de Paree* unit, working with a male stooge and the blond leader of an all-girl band. His porcupine crop of hair helps produce laughs, particularly during his band-leading bit. Not much off-color stuff in his material, altho his clean gags are not particularly new. Fast delivery and hard work, however, help to sell his act. *Hon.*

The Debonairs

Reviewed at Chicago Theater, Chicago. Style—Dancing. Setting—In one. Time—Ten minutes.

Six tall tap-dancing youths who have some neat production numbers on hand and sell them ably. Rather than engage in the usual step competitions they highlight ideas in their routines, novel and pleasing. Work in full dress and make a clean-cut appearance. Among their best numbers is a light military march and some amusing tap maneuvers led by Maurice Kenny, of the sextet. The other boys are Eddie Gale, Hal Murray, Jack and Hal Voeth and Buddy Hertelle. *Hon.*

Melba Brian

Reviewed at Chicago Theater, Chicago. Style — Dancing. Setting — Full stage. Time—Three minutes.

Interpretative near-nude dancer working in a bronzed body makeup. Her number here was dressed with a ball routine by the house line, while Melba statued in the background. This bit is good for a hand, remaining in one still pose for over three minutes. Her own routine is a combination of modernistic and toe work finished with a fast, graceful circle of turns. *Hon.*

Barbara Parks

Reviewed at Oriental Theater, Chicago. S[illegible]—Singing. Setting—In one. Time—Seven minutes.

A lanky, personable blues singer developed in Chicago niteries who promises to reach the name class in her field. Until recently she had been warbling with Joe Sanders' Orchestra, and for the last two months has been filling engagements in such spots as the Chez Paree and Bon Air Country Club, near the Windy City.

Has a full clear voice that lends itself nicely to popular swing tunes. She also possesses a high degree of salesmanship which she uses to the best advantage. Among novel arrangements piped at this stand included versions of such tunes as *Melancholy Baby, That Foolish Feeling* and *Where Is the One I Love?*

Hon.

Martha Raye

Reviewed at Paramount Theater, New York. Style—Personal appearance. Setting—Front of band. Time—Seventeen minutes.

Martha Raye has come a long way in a year and a half or so since she entered the picture field, and now in making personal appearances she's getting $5,250 a week, a big hop from the $350 she used to get. The same girl, the same performer, but there's that confidence that comes with success. At her appearance here there was the wildest demonstration this reviewer ever saw in a theater. The audience, mostly young folks, talked to her from their seats, shouted request numbers and surged down the aisles just to be near her.

She took it all in good stead, like the trouper she is. She clowned with the audience, gabbed with them intimately and what's more sang and sold her songs as only she can. Offered *Truckin', The Love Bug Will Bite You, Mr. Paganini, I Can't Dance* and wound up leading a jam session with the audience. Her voice is swell for the type of shouter numbers that she sings and her delivery is contagious, especially that shuffle step of hers, which is to her what the duck is to Penner.

A great box-office attraction and entertainment provider. *S. H.*

Some Call It Madness

SAN ANTONIO, July 17.—Jack N. Crasilneck, owner and manager of the Gleam, night club, will take over the hotel above his place on August 1 as a roosting place for his own entertainers and others. "I want show people to feel that they'll always be welcome to be my guests, whether or not they're working," he said.

Cuffo rush is expected August 1.

Jackie Williams

Reviewed at Paramount Theater, New York. Style—Dancing. Setting—Front of band. Time—Nine minutes.

A newcomer around the East, a hoofer who plays up eccentric and personality. Williams is tall and lanky and is a nice looker, in general revealing a refreshing youthfulness. While he is an excellent tap dancer he does not pay so much attention to his taps as he does in selling his personality and light comedy delivery.

He did three numbers at this viewing, all of them going big, and to get away he had to beg off with a spiel. *S. H.*

Fed Symphony In Pitts Club

PITTSBURGH, July 17.—Now the United States Government is helping night clubs drag in the dough.

Monday night the 60-piece Federal Symphony unit of the local WPA will play a free concert in Bill Green's Terraced Gardens from 8 to 9:30 under the direction of Harry Hoehl. Not obliged to buy refreshments, the audience will be invited to stay after the program and dance to Charley Gaylord's Band. Dancing, however, necessitates cooling off at the bar.

The unique deal between relief administration and Green came as a result of an offer by the night spot management, according to the WPA announcement, and as a result of the symphony's request, according to Green's press agent. Either way, it's a break for the nitery.

City parks were voted out, giving the roadhouse the break, when the ork's directors said no urban spot acoustically suitable could be found free of rental, and the WPA bosses held that union musicians might have objected if relief tunesters started playing concerts in opposition to the regular Schenley Shell programs,

Green Bay Area Openings

GREEN BAY, Wis., July 17.—New York Bar opened with continuous entertainment featuring the Sisters Paull, Stanley Mack and Mitch Todd.

C. D. Davis and William Blaske opened the Shadow Lane Club, Oshkosh, featuring Orin Billington and his Tap Dancing Trio.

Conway Hotel Bar formally opened its New Lounge of Mirrors, with Roy and Ken Schermitzler offering nightly entertainment excpet Mondays. Under the supervision of Henry Sauter.

Philly License Reprieve

PHILADELPHIA, July 17.—A 30-day reprieve was granted by Mayor S. Davis Wilson yesterday to the thousands of spots which failed to apply for health inspection certificates. Only 5,000 of the city's 15,000 to 18,000 eating and drinking places complied at deadline date. Ordinance requires inspection twice yearly at a $5 fee.

The mayor threatened to clamp down on spots not taking advantage of the 30-day grace period. The penalty is $10 to $50 fine plus costs.

New Houston Nitery

HOUSTON, Tex., July 17. — Stuart's Place was recently opened with a premier show consisting of Bob Woolworth, emsee; Nunu Pitts, Harold Walls, Maurice Keys, Bill Caldwell and Tack Wilson and band.

Night Club Opera Clicks

NEW ORLEANS, July 17.—Despite a $5 cover charge, a capacity audience filled the Blue Room of the Roosevelt Hotel here Wednesday when Sydney Rayner, native son and tenor of the Metropolitan Opera, gave a unique night club program surrounded by the usual floor show and Glenn Miller's Ork.

Accompanied by the New Orleans Sinfonietta Ork, directed by Arthur Zack, Rayner's highlights were the aria *Che Gelida Manina* from *La Boheme,* selections from *Carmen* and the aria *Celeste Aida* from *Aida.*

Schechter Beverly Impresario

CINCINNATI, July 17.—Noah Schechter, formerly entertainment impresario at Arrowhead Inn, near here, has taken over the same duties at the Beverly Hills Country Club, Southgate, Ky., thus cutting Sligh & Tyrrell, Chicago, from the booking ex on the latter spot. Schechter, whose new duties also include the handling of publicity at Beverly, replacing Harry Martin, is shopping around for the spot's future floor talent. Refusal of Sligh & Tyrrell to make a last-minute cancellation on Cross and Dunn at the Beverly management's request is said to have brought on the change.

MIRADOR, NEW YORK—

(Continued from page 18)

has not let them down. His work is characterized by a grim determination and from all indications he is sincerely trying to regain the footing and standing that made his name a synonym for sophisticated banter as far back as a dozen years ago.

He emsees a 40-minute show with his typical zesty manner, tying the acts together with warm intros and sendoffs and never allowing the show to lag, plugging in his usual trigger-like presence of mind in all breaches. If anything, he loses out because his audience is too tame for him. Like cat's fur, sparks fly when Osterman is rubbed the wrong way. Opposition in wit brings out his brilliance. His style, material and delivery are familiar and he never had a voice, but for socking over a number or a bit of repartee, he is the slickest thing on two feet.

Floria Vestoff, more dainty a morsel than ever, is on for a too-short stint of her tap work but manages to draw down a terrific hand. Her graceful style, personal appeal and her taps with ballet coloring (those turns) make her an irresistable composite.

Gay Dixon, a blues singing newcomer from Canada, fares best of the rest. She has a clear, robust shout of torrid rhythm and sells her songs well. She did *Swing, Brother, Swing* and *Rosetta.*

Gladys O'Neill depended upon a tricky arrangement of *There's a Lull in My Life* for her modicum of success, which was an encore of a medley of blues numbers. Chiquita, blond and cute, performed a personality rumba.

Buddy Wagner led his three pieces for show accompaniment and dance music.

George Colson.

MEADOW BROOK——

(Continued from page 18)

featured, with a cover charge of 75 cents on week-day nights and $1 on Saturdays. Cover charges are dispensed with on dinners. Name bands are booked for two-week periods and, in addition, a pretentious floor show is usually on view. During the last two weeks, however, Little Jack Little and his orchestra have been holding sway, and since he practically presents an entire show, only two acts appear in the floor show.

Little is a hard worker, directing his band continuously and also giving selections at the piano. Dancers "gang up" around the band stand when Little plays, to watch him tickle the ivories. Little is the sole entertainer, his orchestra serving as a background for his specialties. Sang songs he has written in the past in his own inimitable style. His imitation of the broken-down saloon piano made a big hit, and he led his boys in imitations of prominent leaders, including Hal Kemp, Guy Lombardo, Jan Garber, Eddy Duchin, Wayne King, Shep Fields and Benny Goodman. Credit is due the orchestra, which was gathered by Little last December and played together for the first time New Year's Eve. Personnel includes Eddie White, bass; **Dick Maltby and Charles Cebars,** trumpets; Spud Murphy and Rolly Furnas, trombones; Stanley Krell, drums; Rupe Biggadike, piano; Charles DiMaggio, Sid Black, Al Freistat and Johnnie Barshark, saxophones.

The Ahearn Sisters, neat-appearing sister team with nifty costumes, present acrobatic and high-kick dancing an some rope skipping and jumping. Good-looking blond Geraldine Ross clicks wit nifty acro dancing, a song and som comedy acro numbers, finishing with fa cartwheels and dancing on her hands.

Frank B. Joerling.

VAUDEVILLE REVIEWS—

(Continued from page 17)

the standard bearer showing somethin new in balancing and club and hoo juggling. Archie Glen, English drun comedian, working in one is plenty funny, but his material is woefully weak. Marcy Brothers and Beatrice make their first bow to an English audience and click heavily. Boys are good knockabout funsters and the girl, also funny, excels in amazing acro feats. Forsythe, Seamon and Farrell are prime favorites here and their versatile and peppy melange of comedy, singing and dancing is as sure-fire as ever. Act is one of the outstanding hits of the bill.

Richman, with Jack Golden at the piano, gives a great account of himself and registers a legit show-stop. He does a 25-minute act, ranging from warbling *Pennies From Heaven* to a session of clowning at the piano. Wences, unique Spanish ventriloquist, is perhaps the most entertaining and original voice thrower to ever play this house. Reception enormous. Pablo, magician, does the usual card and lighted cigaret bits. Rates fair. Raynor Lehr, with a corking sense of comedy, is a smash hit with his comical danceology. Has an efficient aid in Little Willie, colored hoofer who clicks on his own.

Mills Brothers, now "five boys and a guitar," open their fourth English tour. As popular as ever, they hit heavily and are forced to encores. Max Miller, best and wittiest of all English comedians, show-stops. Has a wealth of personality and showmanship that helps greatly. Grip Quartet, three men and a girl, sustain interest with a daring and sensational adagio turn marked by long-distance throws and thrilling spins.

Bert Ross.

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Hirst Takes Over Two More Houses

NEW YORK, July 16.—Issy Hirst has leased two new theaters which will be included on his circuit this fall. The houses are the National, Louisville, and Embassy, Rochester, N. Y.

Hirst has closed his local office in the Bond Building, but will reopen other quarters August 1.

Ross Wyse Jr. Settles

CHICAGO, July 17.—Suit filed in Municipal Court here last week by J. B. Stanton against Ross Wyse Jr. for material Stanton had written for Wyse was dismissed when settlement for half the original amount of $125 was made. Henry Kalcheim, local attorney, defended Wyse.

Burly Briefs

LOUIS REDELSHEIMER, agent, celebrated his 82d birthday July 5 and on the same day was presented with a great-granddaughter. . . . Crystal Ames is now at Mike's Tavern, Jamestown, N. Y., after playing the Option House, Bradford, Pa., and Melody Gardens, Elmira, N. Y. . . . Bobgy Vail opens at the Casino, Toronto, July 25 to remain there until the Hirst Circuit starts its season. . . . Collette opened at the National, Detroit, July 6 after a five-week vacation at her Chicago home. . . . Annette has been made an offer by Jules Leventhal for a role in one of the *Dead End* road shows.

CHICAGO BRIEFS: Yvette is filling a return engagement at Harry's New York Bar. . . . Euel Ratliff, dancer, opened at the Rialto Friday. . . . Milt Schuster back on the job after a week's vacation. . . . Maxine DeShon has left Colosimo's to open at the Roxy, Toronto. . . . Mary Murray, talking woman at the Rialto, was forced to close and rush to Detroit to be near her ailing sister. . . . June March and Gaye Knight moved from McVan's, Buffalo nitery, to Avenue, Detroit. . . . Marion LaMarry, Kenny Brenna's wife, pens from Toronto that e is having a grand time, swimming d enjoying the outdoors, while hubby slaving at the Casino there. . . . Rus- LaVallee, chorus producer, now tour- with *Show of Shows* tent unit in th Dakota. . . . Frank X. Silk spend- the summer with Bert Smith's tab. . Dorothy Sevier lost a couple of ks at the Roxy, Cleveland, due to ill- s. . . . Donna Wamby opened at the ky, Cleveland, Friday. . . . Mitch Todd, e, has closed in a Rochester, N. Y., ght spot and is now vacationing at home in Canton, O. . . . Lew Petel d Ina Thomas are resting. at Lake iawatha, N. J. . . . Sam Weston and ynthia Michele are spending the sumner at the Lakeside Hotel, S. Fallsburg, New York.

(Reprinted, with permission, from the July 14 issue of The New York World-Telegram.)

Not Worth It

If License Commissioner Paul Moss actually has produced a permanent cleanup of burlesque he is entitled to the city's appreciation, but that is something entirely separate from the conditional agreement under which the former burlesque theaters are permitted to open.

The text of this agreement seems to us one of the most shockingly dictatorial blackjacks we ever read. It is dubious if a responsible court would uphold the exercise of such powers by any official. It is a precedent for strangulation of almost any form of expression. If it isn't a menace, then certainly it is a gross error, and we should call it both.

A former burlesque producer, "in consideration of receiving a theatrical license" again, had to bind himself in writing to the following agreement:

"That nothing shall be exhibited in said theater without the previous consent, in writing, of the Commissioner of Licenses; that in the event that it is found that any other form of entertainment is provided in said theater during the term of my license without such written consent the said license will be voluntarily surrendered; that upon my failure, in case of a violation of this agreement, so to surrender the said license it is further stipulated and agreed that the Commissioner of Licenses may revoke the said theatrical license and I hereby waive any rights I may have to civil action to contest the rights of the commissioner in connection with such possible revocation. It is further set forth that this stipulation and agreement is entered into voluntarily on my part and is not the result of duress."

All we can say is that it may be worth that to the former burlesque producers to reopen again. But no show that we ever heard of is worth the damage such an agreement could inflict upon the cause of freedom.

Reviews

Apollo, New York

(Reviewed Friday Afternoon, July 16)

Hail to the Max Wilners, Emmett Callahans, Allen Gilberts and all those having a hand in turning out this show that replaces burlesque. It is an outstanding effort, one that qualifies for a run as a summer legit musical. A steal for 25, 35 and 55-cent admissions, really the biggest value on 42d street and in fact the whole Broadway territory. Special music and lyrics, outstanding costumes and scenery, a talented lineup of 15 principals and an attractive group of 32 girls—all combined into a running show that is clocked at an hour and 44 minutes. Biz at this first show opening day was three-quarters, but word-of-mouth advertising and newspaper reviews should perk up the attendance.

Gilbert, thru this effort, now rates high among producers, not the burlesque puter-oners but among the legit men. He's given the show body, dovetailed everything effectively and saw that it was dressed up to the last word. Dressed it was, with very little nudity. Fred Hillebrandt wrote the show, grinding out a lot of outstandingly funny and satirical lyrics. Billi Livingston contributed the costumes, while Herbert Schultz turned out the settings.

Ann Corio's the star of the show, ballyhooed out front in circus fashion. She's not stripping, except for one nude in a posing number, and instead talks special lyrics in a fashion that proves she belongs in legit or in pix. Her first special is *Mr. Strip Tease Is Dead and I'm His Widow* and the second is *I Would If I Could, But I Can't*. On the latter number she does a Gypsy Rose Lee audience number that's well sold. Tops among the lyrics is the opener by the girls, a number commenting on the burlesque situation and titled *By Order of Commissioner Moss*. The girls talk it as well as any top legit line could.

The funny men are really funny and employ good material, tho some of the blackouts fall flat. The comics are Arthur and Morton Havel, Joe Morris and Joey Fay, with straight Bert Grant plenty funny also in his several character bits. Others helping on the comedy are Dorothy Ryan and Thelma Temple. The way they all handle comedy shows finish and they get every laugh possible, going satirical in the first scene about what comics can and cannot do with present censorship. Grant stands out brilliantly with his work, but the Havels, Morris and Fay are no slouches either.

Furthering the production value is the smart tap dancing of Guy Martin, who contributes two excellent numbers, and Tess Noel, a fast acro dancer. Jimmy Richards and Danny Morton sing the show, working at mikes, which is too synthetic for a show of this caliber. Need some big-voiced fellows who can work without mikes, altho Richards' voice shows up nicely.

The 32 girls would enhance any legit show and is broken down to six showgirls, 11 ballet lassies and the rest chorus. They look swell and observe precision in their hoofing. They work in such high-spot numbers as *Alabama Barbecue*, the Moss opener, the modernistic with the reflecting chromium overhead, the military item and the stair finale, which is summery.

Show has everything, but as you'd expect from a first show it needs some gathering of the loose ends to tighten it up and also a trimming of about 10 minutes.

Sidney Harris.

Republic, New York

(Reviewed Wednesday Evening, July 14)

This colorful hybrid production resembles its burlesque father more than its vaude foster mother. Stripping is lacking and there is no extensive exposure of female epidermis, but the bits, toned down, smack of the old burlesque days. Show is more colorful than many of the pre-closing productions and makes the most of fairly lavish sets and costumes.

A scene with 8 showgirls and 12 ponies wearing armor costumes and another tea-cup number showed imagination and precision. Gals stepped along in unison and showed plenty of life. Old hang-dog expressions so prevalent with the gals in regular burly shows were lacking and they seemed to be enjoying their legging. Only wiggler in the contingent was Romona, who made the twists refined and genteel. Irene Austin, working as a talking woman, read her lines well and is something to focus peepers on. June Boyd worked on the xylophone to a nice hand and packs a pleasant personality, but her stepping is lukewarm and could be eliminated. There's an unbilled kid in the line, Lucille Dixon, caught recently at the Irving Place. Youngster possesses a come-hither personality, and if she mastered a specialty could probably sell it.

Comedy wasn't so bad, with several bits getting plenty of laughs. George Murray and Irving Selig took most of the laughs, while Pinto and Della, Italian team; Art Neally and George Rose worked hard to win their points. Chet Atlund piped the vocals and Lee Marmer, blond lass, also warbled. Music was none too hot and is weakest part of the show. Better and more voices would give production greater balance.

Beverly Carr produced the show, which is a fairly good attempt to please the bluenoses and at the same time offer enough spice, if not thighs, to the regular parishioners. Introduction of more vaude acts will probably make for greater variety. Grind policy with pix.

Benn Hall.

Gaiety, New York

(Reviewed Wednesday Afternoon, July 14)

Sans strippers and sans filthy dialog this ex-burlesquer reopens with a so-called variety show that finds little business and little entertainment. Still it holds promise of finding itself, for there are just a few touches that the present show needs to raise its entertainment value. More variety acts of comedy timber and less of the cleaned-up burly scenes would do the trick. The production is good, colorful on the nude picture numbers.

The 14 chorus kids and the 6 showgirls appear in about a half a dozen production numbers in which they all shed their clothes from the waist up. That's sufficient nudity and it's done cleverly amid flashy settings and costumes and nice lighting. The chorus seems to leg a little more spiritedly and there are attempts at precision.

Jack Lyons and Florence Mann are an outstanding pair of show singers, both having swell pipes, with Miss Mann frequently earning plaudits. Lyons doubles as straight. A solo dancer, or body wiggler, is Yolanda Losee, whose Hawaiian and modernistic bits are but average. Suzanne and Christine are also weak in their pair of slinky dance numbers. Gladys Fox and Helen Davis double as singers and talking women, both doing expert jobs, with Miss Fox one of this reviewer's pets as a looker.

The two variety acts in the show are the Three Phantoms and the Littlejohns. Phantoms are colored hoofers, who are okeh but the usual run of leggers. Littlejohns provide a big flash with their rhinestone-studded juggling turn and add a nice touch of novelty to the show.

Show's comedy weakness is not the fault of the comics but the fault of the material they use. Old burly bits cleaned up, and when the dirt is out the punch is gone. Harry Evanson is really a funny chap of much talent, getting as many laughs as possible. Shorty McAllister and Harry Fields, who were known in burly as Stinky and Shorty, are the other funsters, trying a lot of slapstick to pull their laughs. Joe Wilton is a busy straight and a good one.

Billy Koud produced the show under the supervision of Harold Minsky. Seven musicians are in the pit to play the show.

Sidney Harris.

Eltinge, New York

(Reviewed Tuesday Afternoon, July 13)

Eltinge has made a valiant effort to put on a show sans dirt. Successful in that the chorus hoofs in better than usual fashion and costuming is somewhat above usual burly par, but comedy needs sharpening and show needs more and better variety turns. Both these elements should be incorporated as soon as the new policy, presumably vaude, gets well under way. Current production was put on by Paul Kane in two days.

Chorus comprises 11, eight showgals doing the parading. No strippers, the only nudity being the girls grouped in back, naked from the waist up. Specialties replace the peelers. Jay Leta, blonde, dances; Roslyn Roy, brunet, does a couple of fair tap turns, one of them on a drum; Allen Reno, dancer, does versions of Jack Buchanan, Ted Lewis and others. Plays different instruments but is primarily a hoofer. Carl and Sayton, acro team, do a nice turn of hand-to-hand balancing and contortion work, rather old-fashioned but smooth in execution.

Comics Max Furman, Jack Little, Hughie Flaherty and Eddie Cole are okeh, but their material is spotty. Old sketches like the ghost piece should have been junked long ago. Chick Hunter and Virginia Woods straight with assurance, but, like the comics, really have no chance to show much in view of the present state of the shows.

Ben Hamilton, tenor, sings the show splendidly and looks well on stage. Nick Aversano's six-piece ork is in the pit.

Paul Ackerman.

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U-Notes

By UNO

RUTH DONALD, after a course at Ruth Mack's vocal studio, New York, began July 16 an engagement of four weeks each at the Colonial Inn, Singac, N. J., and Murray's, Tuckahoe, N. Y., thru Earl Lindsay.

SONDRA MARLOWE, recently of the Globe and the Burl-Esquire, Atlantic City, opened July 16 at the Orange Grove, Wildwood, N. J. Booked by Stanley Woolf.

MANNY KING, heavily suntanned, was a visitor to New York last week from his summer home in Lake Hopatcong.

BILLY KLEIN, ex-burlesquer, now partnered with Murray Feldman in the operation of a 200-live-mice exhibit, *Mickey Mouse*, in Luna Park, Coney Island.

DEWEY MICHAELS, operator of the Palace, Buffalo, was a New York visitor last week, receiving congratulations over the arrival of Albert Jr., born June 26 in the Children's Hospital, Buffalo.

MIMI LYNNE is doubling between the National Theater and the Hotel Book-Cadillac night club, Detroit.

ANNA MAY SMITH, on her vacation from Norfolk, Va., is chaperoning sister Diane Ray on the Colosimo, Chicago, engagement.

PEGGY MEYERS has been appointed captain of the Globe, Atlantic City, chorus, which includes Ruby Walman, Terry Quinn, Scotty Styles, June Marshall, Tiny Delmar, Juanita Barry, Billie

(See U-NOTES on opposite page)

"Fly Away, Baby"

(WARNER)

Time, 60 minutes. Release date, June 19. Story from an idea by Dorothy Kilgallen. Directed by Frank McDonald. Cast: Glenda Farrell, Barton McLane, Gordon Oliver, Mavis Ralston, Hughie O'Connell, Tom Kennedy, Joseph King and others. Reviewed at the Palace, New York.

When Hollywood sets out to make a Class B picture it usually turns out to be Class R or S, but there aren't enough letters in the alphabet to classify *Fly Away, Baby,* the dismal double-featurer that Warners made out of a story idea by Dorothy Kilgallen, the girl reporter who flew around the world. Miss Kilgallen (whose stories on her flight suggested it anyhow) had better stick exclusively to flying.

It's all about the murder of a jeweler, with one of the suspects a reporter who's taking a round-the-world flight for his paper. The local detective and his sob sister inamorata have suspicions, so the gal gets her own paper to let her fly around the world, too. There's also a third reporter thrown in for comedy relief that's even harder to take than the melodrama. Another murder occurs in Honolulu and then the suspect himself is murdered while aboard a dirigible crossing the Atlantic. The culprit, who turns out to be the guy suspected by everyone except the chief characters, jumps off the airship and out of the picture—the wisest move of his life.

Glenda Farrell gives a caricature of Glenda Farrell as the sob sister, while the dismal depths plumbed by the rest of the cast are brightened only by brief flashes of Hughie O'Connell, who's saddled with the very dismal comedy relief. Newsreel air shots are used extensively to depict the progress of the flight; they're far more exciting than the rest of the picture.

The whole thing was obviously produced as nothing more than a time-killing—but a charge of murder should be brought against anyone who kills time in quite so brutal a manner.

Eugene Burr.

"The Great Gambini"

(PARAMOUNT)

Running time, 77 minutes. Release date, June 11. Produced by B. P. Schulberg. Directed by Charles Vidor. Cast: Akim Tamiroff, John Trent, Marian Marsh, Genevieve Tobin, Reginald Denny, Edward Brophy, Allen Birmingham and others. Reviewed at the Criterion, New York.

Akim Tamiroff's rounded portrayal of Gambini lifts a mediocre film into a satisfying mystery thriller. Akim is a night club mystic who in the course of his act predicts the death of Marian Marsh's fiance. Fiance proceeds to get bumped off and Akim re-enters the scene to aid the dicks, who are bewilderingly searching for a solution. Story ambles along toward a revelatory conclusion which holds two surprise wallops. Picture breaks midway to give audience one minute to guess name of killer. Break adds to tension. At least half a dozen good thrill climaxes to chill mystery addicts. Not enough gore, however, to sate this one.

Akim is really going places as a cinemactor. A pleasure to watch his heavy stuff. He is suave, ironic, desperate, cold blooded to perfection. Delivers lines and does his business with a nice sense of timing. Deserves a serious role, for he has a good mind and emotional range.

Trent offers one of the most abominable performances within the overburdened memory of this reviewer. His acting is obvious and he speaks his piece artificially, revealing to all and sundry that he simply memorized the lines the night before (or probably at breakfast). Genevieve Tobin's attempt to do a Billie Burke doesn't come off.

Direction and photography okeh. Film also has a half dozen laughs, chiefly supplied by that ever-reliable Brophy, the dummox.

Pix doesn't rate top billing, but will satisfy customers wherever shown.

Maurice Zolotow.

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"Two Who Dared"

(GRAND NATIONAL)

Time, 73 minutes. Release date, May 8. Directed and produced by Eugene Frenke. Screen play by W. Chetham Strode, from a story by Fedor Otzep. Cast: Anna Sten, Henry Wilcoxon, John Garrick, Viola Keats, Guy Middleton, Romilly Lunge, Francis L. Sullivan and Esme Percy.

Pic has no distinction. Presents Anna Sten, playing the role of a Russian girl of the lower classes, in love with Henry Wilcoxon, a military officer. A bovine army man, however, seemingly has a previous call on Anna's affections. He is the victim of a political plot and to save his life Miss Sten offers testimony which completely ruins Wilcoxon's career. Love emerges triumphant from this ordeal, together with some phony philosophy. Film was made in England, seems somewhat old-fashioned, but is okeh for duals.

Paul Ackerman.

"Three Legionnaires"

(GENERAL PICTURES)

Time, 63 minutes. Release date, not given. Story by George Waggner. Screen play by Waggner and Cari Harbaugh. Directed by Hamilton MacFadden. Produced by Robert E. Welsh. Cast: Robert Armstrong, Lyle Talbot, Fifi D'Orsay, Anne Nagel, Donald Meek, Herbie Freeman and others. Reviewed at the Rialto, New York.

Armstrong, Talbot and Meek comprise a remnant of the American forces, which, having been posted in a forsaken town on the Russian border, get news of the Armistice six months late. Hence, there is trouble with the Cossacks, but no one seems to take that or anything else seriously. Conflict pivots on Stavinski's (an impostor) ambition to rid the town of the soldiers. By the time that goal has been achieved the audience has undergone an hour of mistreatment.

Look to Meek and Freeman for a bit of salvation. Freeman, as Ivan, is mammoth in size and appears at irregular intervals to crash thru walls and break chains applied by harassed prison guards and thusly to amuse an audience. Meek's neurotic conduct contributes as little coherence to the production, but provokes as many laughs.

With these exceptions the picture is an awful mess of diverging incidents.

Sylvia Weiss.

"Juggernaut"

(GRAND NATIONAL)

Time, 65 minutes. Release date, April 30. Produced by Julius Hagen. Directed by Henry Edwards. Screen play by Cyril Campion and H. Fowler Mear, from a story by Alice Campbell. Cast: Boris Karloff, Joan Wyndham, Arthur Margetson, Mona Goya, Anthony Ireland, Morton Selten, Nina Boucicault, Gibb McLaughlin, J. H. Roberts and V. Rietti.

A turkey of the first water, with plot and acting reminiscent of the early days of the silent films. What goes on has to do with a doctor who poisons people in order to gain his own nefarious ends. He is, of course, ultimately circumvented by upright males and females who overact even when they shudder. A gent named Boris Karloff does the dirty work. Pic is for grind spots only.

Paul Ackerman.

"Springtime in Vienna"

(CINE CENTRAL)

Time, 80 minutes. Release date, not given. Directed by I. A. Hubler Kahla. Cast: Olga Tschechowa, Gusti Huber, Wolf Albach-Retty, Leo Slezak, Paul Heidemann, Hans Richter and others. Reviewed at the Belmont, New York.

The frothy gayety of wine, women and song which Vienna symbolizes is not embodied in this foreign picture. Song there is, mainly supplied by operatic star Leo Slezak, a baritone of Brounian proportions. Melodies unfortunately are far from the Strauss mood of lighthearted brilliance. Wine there is also, but the champagne fails to bubble as often as the lovers to sparkle. The women, I am glad to say, are charming. But there the resemblance to the Vienna of waltzes, rolls and pre-war aristocracy ends.

A Viennese operetta ought, first of all, to have a plot that is fantastic and feathery. This one tells a dull tale of a rich lady and her adopted daughter who fall in love with the same chap, a sometime lawyer now driving a taxi. How can you have a Viennese operetta without mistaken identity? There is none here.

Heidemann handles comic sequences colorlessly. He should take lessons in flusteration from our amiable E. E. Horton.

Film has English titles but is suitable only for the German-speaking population.

Maurice Zolotow.

"Killers of the Sea"

(GRAND NATIONAL)

Time, 43 minutes. Release date, May 8. Directed by Ray Friedgen. Narrated by Lowell Thomas. Cast: Captain Wallace Casewell Jr.

On the order of a travelog, this factual reel of sea explorations is a perfect doldrum. It is supposed to be a dramatic and realistic demonstration of the hand-to-hand manner in which Captain Casewell combats man-eating sea monsters. Instead it is a stagy, uninspiring, artificial picture, lacking all the spontaneity of stills. The humdrum monotony of Thomas' strained, mirthless descriptions might be mistaken for a new form of torture.

The amateurish, unimpressive photography herein nixes the possibilities of this production being taken on by even Class B houses. Youngsters will be disappointed in its handling.

Sylvia Weiss.

U-NOTES——

(*Continued from opposite page*)

Goode, Margie Gilmore, Toni Lurrey, Violet Lewandos, Ethel Berman, Rita Gardner, Gertrude Hager, Isabelle Crayle, Dixie Sullivan and Eleanor Arlington.

PAUL KANE, number producer at the Eltinge, New York, and Charlie Judge, accordionist, showing photos of large fish they hooked recently off Montauk Point to verify their claims to being the champ fishermen of 42d street.

PRINCESS CHING LEE now filling an engagement at the Hotel Dudley, Salamanca, N. Y.

DONNA DAVIS has placed Gladys Clark at the Red Ram Inn, Mountain Top, Pa., and the Miller Sisters and Fred Werner to open July 23 at the Eltinge, New York.

IDA ROSE, number producer, is all signed to return to Chicago in August to double between the Rialto and Colosimo's, according to a recent booking deal effected by Milt Schuster.

LUCILLE HARRISON, former stripteaser, is now showgirling at the Gaiety, New York. Ditto Lillian Delmar, at the Eltinge, and Carolyn Wells, at the Republic.

BEN HAMILTON replaced Jimmie Carr at the Eltinge, New York, July 12.

LOY ASTRID is a recent addition to the Palace, Buffalo, stock. Other new principals are John Head, Evelyn Gunderson, Billy (Boob) Reed, Jack Heath, Jack Coyle, Harry Clexx, Marie Voe and Irene Cornell.

NIGHT CLUB——

(*Continued from page 19*)

audience. This is Miss Barns' third year at the club.

The Three Sophisticates bring the house down with a line of rough-and-tumble dancing, etc.

The Three Music Weavers, violin, bass and guitar, are a popular combination and music for the show and dancing is handled by Eric Correa and his orchestra.

W. H. McMahon.

Urban Room, William Penn Hotel, Pittsburgh

Alternating Happy Felton's Orchestra and Sande Williams' quartet in a recently adopted policy of continuous dance music from 7:30 to 2, this class spot draws a mixed crowd of youngsters and sophisticates who come partly to boast of sitting in a room created by famed artist Joseph Urban and partly to hear the tomfoolery of home-boy Felton. Happy and his 11-piece aggregation mixes sweet and swing tunes with hoke in sufficient variety and caliber to please both sexes of all ages and make them pound palms for more.

The maestro dominates the scene, not only because of his 265 pounds but also because of his infectious chuckles and repertoire of stories set to music. Vocals are by Ann Kincade, guitarist Sammy Sanders, violinist Armand Camgros and Ken Nealy, who sings faintly akin to the late Russ Columbo and doubles on accordion for specialty spot. Arrangements are by Art Edmundson.

Moving to this 17th floor locale after a 5-7:30 session in the hotel's downstairs Continental Bar, Sande Williams and his entertainers slap bass, weld on sax, clarinet, violin and piano for dansapation hard to find in an outfit twice as large. They all sing, too.

Most formal site in town and one of the few indoor spots to draw during the heat, Urban Room assesses $1.50 minimum week days, $2 Saturdays and holidays.

Morton Frank.

Grosvenor House, London

New floor show at Grosvenor House, ritzy London nitery, is all-American and swell fare. Newcomers are Norman Harris and Sylvia Shore, presenting satirical dance innovations. Couple show grace and rhythm in their routine and still manage to get hearty laughs with their travesties, which are both funny and original. Range from rumbas to waltzes and the act clicks heavily on all.

Bob Hall, extempore rhymester, not se in London since 1934, still employs facile wit and works smoothly and i promptu to first-rate returns. Kee Twins and Vic and Lamar, from the Lo don Palladium, are made to order f this show. Foursome click solidly wit amazing acrobatics, tap dancing an other items. Act deserves further credit for routines and costumes. Gene Sheldon, pantomimist, causes roars with his zany humor and consolidates his success with a smart session on the banjo whilst his partner, Loretta Fischer, stunning brunet, is an individual hit with graceful high-kick dancing. Paul Remos and His Toys, cute-looking midgets, have a melange of clever equilibristic tricks spiced with a vein of acceptable humor.

About the best of the many programs staged here, current show should run well beyond its scheduled time.

Bert Ross.

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Summer Theater Reviews

“Sweet Sorrow”

NEWPORT CASINO
(Newport, R. I.)

Three-act comedy by Eric Swift (Eric Siepman, one-time New York representative for *The London Times*). Directed by Alice Morgan. Settings by Emeline Clarke Roche. Produced by Actor-Managers, Inc.; Helen Arthur, director. In the cast: Doris Dalton, Leslie Barrie, Charles Trexler, Elizabeth Dean Farrar, Edgar Kent, Joanna Roos, Franklin Gray, Bettina Cerf.

Society (spelled with a capital $) turned out in grand style Tuesday night, July 13, for the opening of the Casino's 11th season and the world premiere of this three-act marital mixup. But tho it was a grand play from viewpoint of direction, staging and audience, and tho Doris Dalton gave a splendid performance, which goes double for Leslie Barrie in the main male role, and tho a good word can be said for the others in the cast, in its present form *Sweet Sorrow* isn't ready for Broadway—nor even the movies. Author Swift, who borrowed his title from Shakespeare (Parting is such sweet sorrow.—*Romeo and Juliet*), should have borrowed some of the Bard's brevity as well. His play's great fault is that it runs too long ('twas close to midnight when the curtain fell on the third act's second and final scene). Much of the second act could have been cut without hurting the play's continuity.

The plot? Doris Dalton, an actress divorced from Leslie Barrie, is visiting wealthy Charles Trexler at his Riveria villa, where also is visiting Elizabeth Dean Farrar, who loves Trexler but who thinks his love is for Miss Dalton. Miss Dalton really loves her estranged husband, who turns up on the scene, and the pair decide to make the trip to the altar all over again. Act two finds them back in London a week later, where they quarrel, hubby stomps out, giving Trexler a chance to tell Miss D she really should marry him. Act 3: Greenwich Village, where Barrie is living with his former minstress; but on the eve of his final divorce decree he starts out looking for wifey. Scene 2: He finds her, back on the Riveria, where she has decided to marry Trexler after all, but at the last minute changes her mind again and takes hubby back. Curtain.

There are other romantic mixups involved. But that ought to give you [illegible]e idea of the sweetness and sorrow [illegible]played. *Charles A. RossKam.*

A Man, a Wife, a Horse”

THEATER-BY-THE-SEA
(Matunuck, R. I.)

Three-act play by P. A. Xantho. Directed and staged by Halsted Welles. Settings by John Walker. The cast: Wyeley Birch, Russel Collins, Sylvia Field, Harold Moffet, Robert de San Marzano, Zamah Cunningham, John Hoysradt, John Elder, Tookie Hunter, Paul and Jack McMahon, John Straub, Bill and Dick McMahon, Jack Shields, Hubert Maher, William Webster. Opened July 13 for one week.

The author of this New England hillbilly opus has, we are told, been living in the New Hampshire hills for 10 years or more. Certainly he has managed to catch in his script the characters of that region, their talk, their opinions of laws made for city folks, etc., so that *A Man, a Wife, a Horse* moves along entertainingly and comically. And the summer troupe at Matunuck's one-time barn theater does a good job with the back-country tale, portraying the folk as Mr. Xantho's script intended them to be.

The story (and title) concerns Walter Messer (Russell Collins), his wife, Lettie (Sylvia Field), and his mare, Lady Ann. Beyond these three, Henry and Jenny Nelson (Harold Moffet and Zamah Cunningham) and their brood of kids and widower Alexander Perkins (Robert de San Marzano) and his two motherless children. These hill-dwellers decided to do a bit of family switching around. So in late summer Lettie goes to Alex's, Jenny goes to Walter's and Henry is left alone with his children until frost comes and he begins to see where he's been left in the bargain. Whereupon Walt [illegible]es him the mare to keep him quiet and contented. Comes spring and Walt figures to marry Jenny to make things look right, and Alex 'lows as how he'll do right by Lettie. But then Lady Ann, the mare, falls in a pond and drowns, and Walt sees this calamity as an omen of the Lord's displeasure with the way things have been going. So they all pack up and move back where they belong.

A little work here and there and New York may see a new hillbilly play come harvestin' time.

Charles A. RossKam.

“The Glory of Youth”

FARRAGUT PLAYHOUSE
(Rye Beach, N. H.)

Sparkling with gayety, embellished with laughter and with numerous highly diverting scenes is the new Doty Hobart farce which the Farragut Players boarded for the first time July 14. Production is second Hobart tryout by group. Last season *Through My Eyes* was premiered here.

Play is slated for Broadway opening in fall, and tho author will need to smooth and cut, it looks like a good bet. Practically new group, the best yet, makes for an excellent presentation.

Top honors go to Zill Taylor as Mrs. Lucian (Bunny) Drinkwater, former fiancee of Senator T. S. (Wally) Waldo, portrayed by Joseph F. Foley. Excellent characterizations are turned in by Jackson Perkins, new to East, in role of June Waldo, senator's daughter, and Patrick Lawrence, juvenile suitor lead, Ronald Drinkwater.

Plot is laid in Senator Waldo's suite in New York hotel in 1937 and reveals ambitions of daughter June and sweetheart Ronald to bring about family meeting so that their engagement may be announced.

Highlight scene is secret meeting of Senator and "Bunny" in former's room, and their endeavor to recapture their lost love of 25 years ago, re-enacting a reminiscent scene over a bottle of champagne while their respective spouses go night-clubbing.

Tragic consequences seem near but are averted when both parties, aided and abetted by daughter and son, realize that they cannot hope to regain "the glory of youth" and that their happiness will be in their children's marriage.

Berrilla Kerr and Lauren Gilbert, usually featured players, turn in excellent bit roles, and Mrs. Jean Guild as Senator Waldo's wife and H. McAlpin Whitney as the taxidermist husband of "Bunny"

(See THEATER REVIEWS opposite page)

From Out Front

By EUGENE BURR

It must have been the heat.

Last week I quoted at some length from several printed indiscretions committed by Mr. Leslie Howard, wherein he attacked the run system, praised repertory, pointed out several things that make films perhaps something less than ultimate perfection, threw an oblique brickbat at his own system of "intellectual" acting, suggested that neither actors nor columnists are performing services that rock the universe or change the course of nations, touched on the general exhibitionist complex that afflicts all persons who in turn afflict the stage, and in general conducted himself in a highly intelligent and admirably witty fashion. I also quoted his comments on the necessity—to him foolish necessity—of an actor appearing despite illness, heartbreak, nervous strain or prejudice to his health or even life. Mr. Howard, to requote, said: "In any other business the workers can get away from their labors for a few days, even a few weeks, if their health or state of mind demands it. Not so the actor, especially the star actor. He is expected to drag himself thru a performance in defiance of his doctor's orders, possibly imperiling his life and his family's security —and for what? For an insane catch phrase, 'The show must go on.' a manifest hypocrisy concerning which few people ever bother to inquire 'Why?' "

To which I added: "It's an interesting question. I can't answer it; can you?"

EUGENE BURR

To repeat, it must have been the heat. Things have cooled down quite nicely now and I find that I can answer the question. I should have been able to answer it last week, heat or no heat, since it affects the most fundamental relationship of anyone in any way even remotely connected with the stage. And if you happen to be an actor you can answer it too—or else you haven't any faint, equivocal right to consider yourself an actor.

The answer is just this: when anyone is insane enough to want to display his own infirmities in public—when anyone is insane enough to ask pay for such an unsavory display—when anyone, in short, sets out to become an actor, that person establishes immediately, by his very intention, a tacit contract between himself and the general public. He becomes the servant of that public; else he has no right whatsoever to appear upon a stage. He must bear the terms of that tacit contract constantly in mind. That, in very brief, is the answer to Mr. Howard's question.

The public is a rigorous employer; the public demands infinitely more than any private employer would ever dream of asking. This is unfortunate—but the actor knows it, or should know it, before he attempts to place himself upon a stage. The fact that he persists in his attempt indicates that he is willing to serve even a master so rigorous in order to gain his private ends of fortune, fame, publicity, self-glorification, or what have you?

If he doesn't know the attributes of his future employer before he sets out to become an actor, then be sure that he very quickly learns. And, having learned, there are just two courses open: either he accepts that employer's terms or he leaves the stage. If he remains he has no right whatsoever to break his contract. If the public demands that the show must go on then, while he is in any way physically able to do so, he must see that the show goes on.

There can be no recourse to the producer, the nominal employer; the producer too, as soon as he chooses his work, becomes a servant of the public. He too is an employee, acting at the behest of his master.

For that matter, anyone who chooses to depend for his livelihood upon the reactions of the general public becomes a servant of that public as soon as he makes his choice. That goes not only for personal appearances of actors, but for appearances in print.

It is true that the public has no right (except indirectly, by withdrawing its patronage) to tell the actor—or the producer or the columnist or the author—how to go about his work or, specifically, what type of work to do. If the servant chooses to do work that the employer doesn't want, then he quickly finds his livelihood a somewhat problematical affair. But the employer does have the right to demand that work be done—and that that work he honest. The public has a right to demand of the actor that he appear so long as he is in any way capable of so doing; it has the right to demand of the critic that he be scrupulously honest so long as he dare take upon himself the parlous duty of appraising other men's work; it has the right to demand of the author that he carry out to his best ability the aims that he himself has set by his choice of the type of his work.

Those are the conditions; they are known; unpleasant and sometimes exceedingly difficult they may be—but anyone who doesn't intend to live up to them had best withdraw from the contract completely. And, since the terms were known at the start, it might be just as well not to grouse about them so long as we voluntarily remain servants of the public.

Summer Theater News

Sol Jacobson, former director of publicity for the Erlanger Theater, Philadelphia, is spending the summer puffing publicity for the Forty-Niners at Whitefield, N. H.

The Buck Hill Players, Buck Hill Falls, Pa., celebrated the opening of their ninth season with a presentation of *Spring Dance*. Play was under the direction of Cornelia Stabler Gillam, and starred Eleanor Leopold and William Burt Jr. Other productions on the Players' summer repertoire include *Hail Nero*, July 23; *Dark Tower*, August 6; *Dover Road*, August 20. In addition, there are to be two evenings of one-act plays, July 30 and August 24.

The Sarobia Country Theater, under the direction of Clyde Robinson, opened the season at Eddington, Pa., with *The Late Christopher Bean*. On successive nights the play will be repeated at Holmesburg, Jenkintown, Bristol, New Hope, all in Pennsylvania. Heading the cast are Sarah Kimmel, May Thompson and Richard Manning. Supporting roles are in the hands of Juan Root, Carman Jones, Elinore Adams, Mildred Cox, William Block and Richard Brennan. Sets are by Maynard Samsen.

Peterborough Players, Stearns Farm, Peterborough, N. H., presented as their second production George Bernard Shaw's *Candida*, opening July 16 for a five-day run. Cast includes Mary Harris as Candida, Robert Haig as Morell, James Harker as Marchbanks, Larney Goodkind as Burgess, Barry Wundless as Lexy and Emily Perkins as Proserpine. Richard H. Gaines, stage director; Edith Bond Stearns, managing director. The players' schedule calls for five-day revivals presented every other week, including *Hotel Universe*, by Philip Barry, July 27 to 31; *She Stoops To Conquer*, by Oliver Goldsmith, August 10 to 14, and *The Kingdom of God*, by Martinez Sierra, August 24 to 28.

The second bill at the Newport Casino Theater, Newport, R. I., opening July 20, will be Margaret Anglin in *Retreat From Folly*, new English comedy by Amy Kennedy Gould in association with Eileen Russell. Stiano Braggiotti is featured in the cast, which includes Doris Dalton, Franklin Gray, Philip Tonge, Edgar Kent, Elizabeth Dean Farrar and Hayden Rorke. The play has been staged by Agnes Morgan, and the setting designed by Emeline Clark Roche.

The popular Sierra comedy, *Cradle Song*, will be revived at Robert Porterfield's Barter Theater, Abingdon, Va., Thursday thru Saturday, July 22 to 24. Production is being staged by Alan Williams. Leading roles will be played by Nell Harrison, Doris Campner and Cora Smith. Settings have been designed by Frances Strauss.

The Roadshow Players, who have been enjoying an increasingly popular run at their Summer Theater in Town at the Gramercy Park Hotel, New York, in connection with the hotel's Skyline Roof Cafe and Roof Bar, opened their new summer theater, the Old Icehouse Theater, Saturday evening, July 17. The Old Icehouse Theater is located on the shores of Lake Waramaug at New Preston, Conn. The Roadshow Players will present Broadway plays with Broadway players, starring Ruth Amos. Hall Shelton will direct. *All in the Family*, a comedy in three acts, will open the new playhouse.

Hands Across the Sea, Still Life and *Ways and Means* are the three plays by Noel Coward in which Doris Nolan will appear at Raymond Moore's Cape Playhouse for the week beginning July 19. Philip Huston will have the roles played in the original production by Coward. Other members of the company are Rosalind Ivan, Flora Sheffield and Kenneth Treseder.

On July 20 the Brattleboro Theater, with Paul Stephenson as director, will open its third season in Brattleboro, Vt., with *Don't Throw Glass Houses*, new comedy by Doris Frankel. The Brattleboro Theater takes the opening of its third season as the occasion to announce that it will continue as a year-round theater. Company, which is a co-operative one, has leased the building formerly known as the Brooklyn Little Theater for the winter season to present a repertory of six plays. Stephenson will continue as director.

This week's production at the County Theater, Suffern, N. Y., is Ayn Rand's *The Night of January 16th*, with a cast that includes Edith Atwater, Brandon Peters, Viola Roache, Byron McGrath, Morton L. Stevens, Oliver Barbour, Leo Kennedy and J. Arthur Young.

Auditorium Theater, Peapack, N. J., under the direction of Cliff Self, goes into its fourth week with Gertrude Tonkonology's comedy-drama, *Three Cornered Moon*, playing July 15, 16 and 17. Future schedule includes: July 22, 23 and 24, *The Patsy;* July 29, 30 and 31, *Biography;* August 5, 6 and 7, *Kempy*.

On July 19 Walter Hartwig opened his new Ogunquit Playhouse with *Boy Meets Girl*. The new Playhouse is of white steel and wood construction, with simple lines suggesting Colonial architecture. The roof and shutters are green. It seats 600, and there is parking room for 400 cars on the premises. In *Boy Meets Girl* Hartwig presents the resident members of his company, including John Griggs and William Swetland as the two playwrights, Nora Banker and E. Colin Dawson as the boy and girl, Carl Benton Reid as the producer and Damian O'Flynn as the cowboy, Larry.

When Hartwig opens the New Playhouse he will not close the old one but will continue to operate it under the name of the Colony Theater for the remainder of the season. In the Colony Theater he will present events concurrently with the regular schedule of plays at the New Playhouse. The first of these added attractions in the Colony Theater will be Cornelia Otis Skinner in *The Wives of Henry VIII* Thursday evening, July 22. Later Colony Theater presentations will be Laurette Taylor's new comedy, *At the Theater*, opening August 3; a Dion Boucicault melodrama, and a Greek tragedy, *The Orestia*, with Ernita Lascelles.

With a cast of 40 headed by Vera Allen and Myron McCormick, plus a ballet of 20, Day Tuttle and Richard Skinner is offering for their fifth production of the current season at the Westchester Playhouse, Mt. Kisco, for the week beginning July 19, *Lysistrata*. The production is the largest and most elaborate ever offered at Mt. Kisco. It will play at the Country Playhouse in Westport next week. Cast includes Elizabeth Love, Phyllis Welch, Walter Klavun and Leslie Gorall. Day Tuttle is staging the play and William Girvan designing the single setting.

The historic town of Plymouth, Mass., opened its first Drama Festival Monday evening, July 19, when A. Franklin Trask, managing director, presented *Fly Away Home* at the new Priscilla Beach Theater. Production will run one week. A new play will be given each week. Paul A. Foley directed the initial production, which will be followed by *The Night of January 16th* next week. The first week in August will usher in an outdoor production of *Midsummer Night's Dream* with a cast of 50. Ruth Vivian will be guest director.

The full cast for *Fly Away Home* is as follows: Byron McKinney, Elizabeth Havey, Bette Benfield, Mary Mina Thompson, Elizabeth Ashley, Melvin Sheldon, Marie Tapper, Virginia Eagles, Eva Jean Leslie, Marian Leach, Sam Saeks, Ned McCloskey, Arthur Shepardson, Margaret Golbert, Marian Blume, Edwin Jenkins, Jack Willis, Gloria Jenkins and Marjorie Blair.

Pine Brook Players, Nichols, Conn., have signed Joe Daniels as new director of all musical productions.

Frances Starr and William Post Jr. will play the leading roles of Mrs. Sullen and Aimwell in George Farquhar's comedy, *The Beaux' Stratagem*, which will be presented Tuesday evening, July 20, in the Outdoor Theater on Union College campus as the third weekly bill at the Mohawk Drama Festival, Schenectady, N. Y. In the role of Dorinda will be Marie Carroll and Arthur Allen, NBC's Uncle Dan'l in *Snow Village Sketches*, will play Scrubb. The cast also includes Fairfax Burgher as Archer, Donna Earl as Lady Bountiful, Mary Hutchinson as Cherry, Le Roi Operti as Boniface, William Thornton as Sullen, John Burke as Gibbett, Henry Buckler as Sir Charles Freeman and Roland Bottomley as Count Bellaire.

For its fourth production the Weston Playhouse, Weston, Vt., presents *Ten Nights in a Barroom* with old-time songs, dances and specialty numbers. Those appearing include Basil Burwell, Peggy Converse, Lloyd Bridges, Miriam Cousens, Morton Barrett, Harlan Grant, Colin Craig, Hester Carver, Currie McCabe and Bob Busch. The performances begin on Friday with a Saturday matinee. Production is being staged by Grant.

Ethan Frome, second production of the summer season by the Michigan Repertory Players at Lydia Mendelssohn Theater, Ann Arbor, Mich., continued to draw practically capacity houses this week. *First Lady* follows. Leading roles in the Edith Wharton play were taken by Ralph Bell, Claribell Baird and Mary Pray, with a strong bit part by Truman Smith.

Maonie E. Harris, Cincinnati dramatic actress, played the lead in two new plays presented at the Chautauqua at Franklin, O., July 17.

Hedgerow's 22 for July

PHILADELPHIA, July 17.—Hedgerow Theater at Moylan-Rose Valley is setting what looks like a repertory record with 22 plays on its July list. Eleven of these will go temporarily to the storeroom Monday (19), when the theater opens its Fourth Annual Shaw Festival. Until August 14 the works of the Irish playwright will hold the spotlight.

Festival will present 11 GBS plays in the chronological order of their writing, cycle being repeated during the four weeks. Instead of the usual two performances, *Too Good To Be True*, which will be given its premiere July 26 in honor of Shaw's 81st birthday, will have six presentations during the festival. New play is the 123d addition to the group's repertory. Jasper Deeter, Hedgerow's director, will forsake the auditorium side of the footlights during the festival to act in several of the plays.

BROADWAY RUNS

Performances to July 17, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 16	250
Excursion (Vanderbilt)	Apr. 9	115
Having Wonderful Time (Lyceum)	Feb. 19	171
Room Service (Cort)	May 19	70
Tobacco Road (Forrest)	Dec. 14	1548
Tovarich (Plymouth)	Oct. 15	311
You Can't Take It With You (Booth)	Dec. 14	251
Women, The (Barrymore)	Dec. 26	236
Yes, My Darling Daughter (Playhouse)	Feb. 9	181
Musical Comedy		
Babes In Arms (Shubert)	Apr. 14	109
Show Is On, The (Winter Garden)	Dec. 25	236

San Antonio Can't Take Over Its FTP

SAN ANTONIO, July 17.—The Alamo City will not be allowed to sponsor the recently dissolved Federal Theater Project here, Mrs. Mary Wilson Young, supervisor of the city recreation department, was advised by WPA officials recently.

Idea was for city to take over project, with government footing most of the bill. Reason for the nixing was that recent slashes on the WPA rolls had left the district office here with an insufficient number of persons to serve on the staff of the project.

THEATER REVIEWS——

(Continued from opposite page)

Drinkwater portray their parts admirably. William Cleary, Otis Bigelow, Theodore Paul and Lewis Perrine also rate honorable mention.

Dorothy M. Crane's skillful direction, Don Soller's single set hotel room with its numerous entrances and an excellent cast portrayal found favor with a large audience which demanded six curtain calls. *Sidney Paine.*

Stage Whispers

Tom Van Dycke, the Old Master, who's now writing pictures for Columbia on the Coast, writes in that he's well and happy and that he's just finished a picture for Rin-Tin-Tin Jr., one of whose sons belongs to Tom. . . . The Dramatists' Guild this week appointed the committee that will dish out the John Golden Fellowships to budding playwrights, the fellowships that were announced by Mr. Golden at the recent convention of the legitimate theater and that stood as one of the few definite accomplishments of the convention. . . . There are five of them, and the awarding committee will consist of Frank Crowninshield, chairman; Mr. Golden, Sidney Howard, George Kaufman and Burns Mantle. . . . Howard, president of the Guild, appointed the committee. . . . Hannah Williams (Mrs. Jack Dempsey to you) is set for the lead in an as-yet-untitled fall musical. . . . Altho *The Show Is On* closes Saturday (17), Rose King has been definitely set to replace Bea Lillie when the road tour starts in September. . . . Harry Bestry, working with the Music Corporation of America on the deal, has set Veloz and Yolanda for the next *Ziegfeld Follies* that the Messrs. Shubert produce. . . . Bestry has also set the Five Reilly Children for the same show. . . . *The Times*, of all sheets, is going in for Lewis Carroll's "portmanteau" words; it ran a head last week reading: "Delective Comedy Is Given in Mt. Kisco." . . . "Delective" is probably a combination of detective and delectable—or was it just a misprint? . . . *Times* typographical errors are so few that it inevitably recalls the time the sheet's bulldogs came out with the misprinted story of the man who made a left-handed turn at 42d street and Broadway. . . . For information as to the specific misprint you'll have to call in person.

An iron foundry at 313 West 20th street is the latest do-dad to be turned into a theater, if the plans of Mervin Williams, Joan Hathaway and Julius Evans work out; they intend starting an organization to be called the Playroom Club, modeled along the lines of London's Stage Society, to present plays of unusual quality that are mistakenly (in the club's eyes) passed over by commercial managers—and the iron foundry will be the scene. . . . A subscription list will be built up if possible and about six plays a season will be presented, with the first to be announced "shortly." . . . Victor Wolfson, author of *Excursion*, has two already set for next season—the *Lower Than Angels* that Norman Bel Geddes announced some time ago, and a new one on which he is now working, as yet untitled and with a theme that hasn't been divulged. . . . It's already been bought, however, by John C. Wilson, producer of *Excursion*, and a Broadway production some time around the Christmas holidays has been scheduled. . . . Billy Rose will probably come thru in the fall with his long-promised road tour of his various fair attractions—together with the best features of the late, large and lamented *Jumbo*. . . . It will wait until the Fort Worth and Cleveland shows have finished, which would be some time in September, and will then combine features from them together with reminiscences of *Jumbo*. . . . The whole circus will be whipped together by John Murray Anderson, who has contracted to appear in Fort Worth the third week in September to start whipping. . . . The 48th Street Theater, one of the string now controlled by Sam H. Grisman, will be known as the Windsor next season, Grisman says; no reason given for the change.

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FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

Chorus Equity Notes

One new member joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Leila Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

We have long been of the opinion that one solution of the unemployment problem among our membership would be a series of outdoor summer stocks in and around New York. The company at Jones Beach was the first step in that direction. Plans are now on foot to open a similar company at Randall's Island and possibly in one or two of the ball parks.

Members who are out of work should call at Chorus Equity's employment bureau regularly. Not only will the employment bureau have the calls for the stock companies, but we are expecting at least two New York productions shortly.

The member who makes daily calls is the member most apt to obtain work. Do not hesitate to come to the office because you are in bad standing. If you remained in good standing while working you are entitled to an excused card. This card gives you full use of the employment bureau.

In addition to theatrical work Chorus Equity's employment bureau generally has a number of part-time jobs which help to tide over the slack period in the summer.

Presentation and cabaret members are reminded of the concession granted them by the Council—any member working in presentation, vaudeville or cabaret who is in arrears for dues and who pays his dues while working in presentation, cabaret or vaudeville may place himself in good standing by paying current dues. This concession was granted in order to speed up organization in these fields. It will not be in effect indefinitely, nor can the member take advantage of the concession more than once.

In asking the vaudeville, presentation and cabaret chorus people to join Equity so that their working conditions may be improved Chorus Equity is not asking them to take the chance that was taken by the chorus people in the legitimate theater in 1919. Chorus Equity is an established organization. Its record in the legitimate theater and the things it has done for its members there is a proud one. However, Chorus Equity was able to do the things for chorus people in the legitimate theater only because of their co-operation. When those members first joined Chorus Equity the association could promise them nothing—only the hope that with a sufficiently large organization it would be able to go forward for better working conditions. Join Chorus Equity now, increase your salary and shorten your hours. Work for a greater security in fields which are now able to produce without bonds. With your co-operation we can improve your working conditions as materially as we did those of the chorus people in the legitimate theater.

DOROTHY BRYANT,
Executive Secretary.

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Thru Sugar's Domino

A COLLEAGUE of ours with his ear to the ground out Hollywood way is responsible for the very encouraging report that leading factors in the film studios are discussing at conference tables the possibility of fostering a revival of vaudeville. If this bears the slightest semblance of truth it represents to us the biggest news of the stage industry since the definite closing down of big-time vaudeville. It represents also the prelude to the materialization of a dream nurtured by all who realize that the talent necessary for the perpetuation of the screen must come from breeding grounds in popular-priced theaters spread all over the country.

E. E. SUGARMAN

Our observing colleague on the Coast usually has his dope straight. It is vitally important to all of the show business that this time he is in the know, too. It is a foregone conclusion that at one time or another during this era theater-owning studios will be forced to turn to their theater properties for the breeding of talent for the insatiable requirements of their production factories. That the studios are actually weighing the advisability of taking such action this fall is something to rejoice over and think about. It is something that requires the careful attention, encouragement and pressure of all who up until now have hesitated to express themselves as being favorable towards vaudeville because of the fear of being classed as antiquated; as much behind the times as Farmer Jones who insists upon sticking to his mustache cup and horse and buggy.

* * *

If stage shows on a mass scale are revived it is probable—according to our source—that the action will not be confined to a circuit but will represent rather a concerted all-embracing movement such as characterized the Keith-Albee-Orpheum organization during its heyday. Just think of what such a move would mean! Every theater manager would be a talent scout. Theaters would do business without double and triple features and giveaways and chance games. From the creative departments of the studios would emerge skits, extravaganzas, miscellaneous production ideas in which the contract players would appear to give them the feel of an audience and, in many cases, vitally necessary stage experience. The wheels of an enormous industry would start turning again—agents, producers and supply firms would enjoy a boom that they have not had in many years. Hotels, restaurants, department stores and other local enterprises would benefit immeasurably. The actor would come into his own. Even the night clubs would benefit thru the acceleration of talent supply.

* * *

We feel that if it were not for the fear of the unions—stagehands, actors and musicians—theater circuits would have attempted some kind of a vaude or stage show revival long ere this. The stagehands and musicians have their faults, most of these residing in perky, officious locals. There have been innumerable instances of unreasonable attitudes taken by locals. Managers have been prone to exaggerate the individual cases, as well as the effect exerted on the vaude situation by certain locals. But there is something to be said for the unions, too. What cannot be denied even by the managers, however, is that the unions stand to benefit as much as the theaters if a revival of stage shows were to take place. Few problems facing reasonable men cannot be settled over a conference table eventually. It seems to us that if the theater-owning studios were to get together with the unions and lay their cards on the table there would result agreements and concessions of benefit to all concerned.

* * *

This fall seems to be as good a time as any to launch experiments in the revival of stage shows. If the former burlesque theaters in the Broadway area can grasp at the opportunity of installing shows with vaude patterns as the motif, the idea should certainly appeal to circuits that have had their product troubles this summer and who are helpless in the hands of studios which are in turn at their wits' end to keep the pace in turning out product for houses that gobble it up faster than ever before in the industry of film exhibiting. The film industry sorely needs a mass revival of stage shows, both as a means of developing talent and slowing down the production pace that has killed and will, if permitted to go on unheeded, continue to kill the flower of its army of creative geniuses.

The Broadway Beat

By SIDNEY HARRIS

(George Spelvin has gone off on a nine-week vacation, insinuating the staff can't write this column without him. And, so, staff members will pinch hit until his return.)

THE all-too-sudden death of George Gershwin had its effect on the Stem's biggies, just as it always does whenever one of the boys takes his last bow. They were all telling each other that they had better slow up in their mad race for fame and fortune and the merry pace that goes with it. The reaction lasted just as long as the conversations; they'll keep on at their break-neck tempo until the next brief respite that comes with the passing of another.

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Pleasantly cool weather last week was a welcome relief, but the cold-drink dispensers wept while the theaters rejoiced. . . . A new hot dog chain is on its way, the billing to be "Swanky Franky, the aristocrat of the frankfurter." . . . Newest rhymed wordage of that Hollywood writer making the local rounds is *Evolution Comes to Tennessee*, the author using the nom de plume of Ned Gimp. . . . An odd name is that of the city editor of *The Providence Bulletin*, his moniker being Calif Burbank. . . . Milton Berle driving around the city in a Cord roadster he brought back from the Coast; his reaction to unfavorable criticism from critics in the big cities is something handed down to him by Eddie Cantor—that the big-town boys mean nothing and that it's the folks in the sticks who count. . . . Bob Ripley threw a shindig last week for the radio editors at his home in Mamaroneck. . . . Strand Photo Studio has folded after 30 years in the biz.

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Flo Ziegfeld must be turning in his grave—the ex-burlesque houses all now sporting the label of *Follies* and the New Amsterdam advertising itself as "Glorifying the American Screen." . . . Jacques Fray, snooty set ork leader, could easily give up the baton for the painter's palette and still make a living; to believe the persons who get paid to extol his virtues, Jacques was once the protege of the great Renoir. . . . Our sleuth who hangs around newspaper offices reports that *The World-Telegram* unrest continues, occasioned by the circulation upping of *The Post*, flop of the *Telly's* Saturday mag and accusations by the Newspaper Guild. . . . Dr. Herbert T. Kalmus, president of Technicolor, arrived on the Bremen last Thursday after negotiating important contracts for color film productions abroad. . . . Benny Thau's arrival in town last week from Hollywood saw him glad-handing a lot of his old vaude friends. . . . Red Skelton has been booked for a quick repeat at the State here, opening August 12. . . . Billy Rose and Ez Keough were among local visitors last week.

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Selma Marlowe is up in the mountains on vacation and is busy fishing, having plenty of luck with pickerel. . . . Texas Tommy, now at the Rainbow Room, is an odd character, buying his first city suit on his visit to town last week and doing his sleeping in his trailer on West 53d street. . . . The nickname handed Emery Deutsch by Martha Raye has been picked up by all his bandsters and friends. . . . Jack Bertell will go to the Coast the end of this month with his act, The Hartmanns, who are signed with 20th Century-Fox. . . . Ted Crane, club agent, will be married August 22, but he's keeping the girl's name a secret. . . . Tho busy on the RKO lot, Dan Fuchs is managing to dramatize two of his novels, *Homage to Blenholt* and *Low Company*, for fall production.

Chicago Chat

By NAT GREEN

CENTRAL CITY, Colo.: Here we are in the famous ghost city, a mile and a half high in the Rocky Mountains. Temporarily it is the summer theater capital of the United States and during the next three weeks names familiar to Broadway and other metropolitan centers will people Eureka street and give life to the famous Tuller House bar. Of the Opera House project which in the last six years has brought new life to Central City we need not go into detail here, as it is fully covered in the news columns. As we write this, preparations are being completed for the opening of the annual play festival, which will be under way before this is in print. Meanwhile we are taking advantage of the opportunity to get acquainted with the town's picturesque features.

The center of activity, aside from the Opera House, where rehearsals of the Jed Harris production of Ibsen's *A Doll House* are being held, is the Teller Hotel, rich in tradition. A typical frontier-town hostelry, it has few modern conveniences. There are no bathrooms, telephones or steam heat in the guest rooms. In my room is a No. 1 Ideal Oak 10 coal stove, with coal scuttle, shovel and poker; a washstand with pitcher and bowl (no hot water), an old-fashioned marble top dresser, ancient wooden bed and bare floors, with the exception of two small rag rugs. Electric lights are the only concession to modernity. The "community" bathroom is on a balcony, reached by an outside areaway.

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The most interesting spot is the Teller barroom, which in its heyday was the rendezvous for the fun-loving miners. Its walls are decorated with 10 large murals—nudes, which if not particularly artistic are most certainly picturesque. They were only recently discovered by the present owner when a dozen or so layers of wallpaper were scraped from the walls, revealing the almost lifesize pictures. On the floor under a table is painted the face of a beautiful woman, done by Hermon Davis and reminding one of the famous poem *The Face Upon the Floor*—not *The Face on the Barroom Floor* as is most often quoted.

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Central City, in a picturesque setting, has much to interest the visitor, and members of the theatrical company are finding the place delightful. . . . Walter Slezak is nutty about the scenery and spends all his spare time hiking about town. . . . Gene Whitmore, editor of *American Business*, has been getting some marvelous camera shots, which probably will appear in some 400 newspapers. . . . Thoda Cocroft, head of the American Theater Society, making side trips to points of interest and will go on to California. . . . Mrs. Evelyn Walsh McLean here for the opening, and Helen Hayes will arrive in a few days. . . . Poncho Gates, who executed the set for the production, is an interesting personality. . . . He is an accomplished artist who is equally at home doing a circus wagon or an elaborate stage set. . . . Louis Spies, bartender at the Teller, is a colorful character who has held down jobs in Vienna, Johannesburg and other far places, and when it comes to mixing drinks you can't stump him. . . . Only one thing missing in the Teller night club operated in connection with the play festival—they wanted to introduce a bit of gaming to make it more characteristic of the Old West, but the district attorney said nix.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

BEN WILEY, of Springfield, Ill., writes under date of July 15: "Just read the issue dated July 17 and would like to make a correction and a slight supplement to the Decatur (Ill.) Demon's Club item. In the item I was credited with taking part in the program. This was an error, as I sat on the sidelines and enjoyed the best magic show of a lifetime. Quite a few of the magicians were strangers to me, but the fellow who acted as emsee should have been mentioned in the story. He did a splendid job of it. Also a Mr. Anderson, of Peoria, Ill., who manipulated the cups and balls, should have been mentioned as a star of the program. Lastly, Le Paul, of pasteboard fame, showed a routine that had all standing on their ears."

GRANT KIMER and Walter D. McEwen, professionally known as Sillman and Sandberg, recently gave a full-evening show, comprising all types of magic, at the Pleasantville Theater, Pleasantville, Ia. Both are members of the Justo Hijo Magic Club, Des Moines, and members of the club attended their performance in a body.

DANTE, internationally known magician, after a three-week holiday, which took him to Paris, Venice and Nice, resumed his tour in London July 19. He writes that he is booked solidly for the next year.

EVANS BROWN and partner, Mary Davies, after 12 weeks in the Cleveland area, are set for the summer at Chula Vista Resort Hotel, Wisconsin Dells, Wis., where they have charge of the music and entertainment. "Had quite a visit recently with Johnny DeVant," Brown writes. "He expects to play club dates until the *Hollywood Ingenues* unit goes on tour again. Also ran into Ray Styles, son of Tampa the Magician. He was held over for two weeks recently as emsee at the Greystone night club, Mansfield, O. Had quite a visit, too, with Jack Gwynne at the Great Lakes Exposition, Cleveland, where he played the Sherman-Williams Paint Company's Radioland for a week. I understand that he will play a return there late in August."

HENRY HAVILAND, the paper-tearing magician, crashed Nelson B. Bell's "About the Showshops" column in *The Washington Post* recently when he sent that columnist a Belgium hare late at night with a note explaining that he had just removed it from a folded page of *The Washington Post* for the amazement of a troop of boy scouts he had been entertaining.

DANTINI is playing night clubs in and around Baltimore, assisted by Miss Marvello, who also does a mental turn. Dantini plans to take to the road in the fall.

AL DeLAGE AND COMPANY are currently playing clubs in the Fort Wayne, Ind., sector. "Recently caught John Booth in Detroit," Al postals. "He does some nice magic. Stopped over at Colon, Mich., the other week to visit Percy Abbott's place and was quite impressed."

LEON LONG, colored magician, postals that he's still playing the Alabama mining towns to good results.

OTIS MANNING has opened at the Village Barn, Virginia Beach, Va., for an indefinite run.

BRANDINO closed the season with the *Hollywood Holiday Revue* at the Rialto Theater, Cincinnati, July 25. He will vacation for a month at his home in Birmingham, Ala., before commencing on club work.

"HOLLY" HOLLENBECK, now managing the Great Zodyak (Holly Junior), mental act, writes that they were visited recently by La Temple and Company, magicians, at their summer home, Vaude-Villa on Lake Okoboji in Iowa. Hollenbeck booked La Temple for an eight-day engagement at the Roof Garden, Arnolds Park, Ia. Both the La Temple and Zodyak acts will play fairs this late summer and fall.

DON GREENWOOD, assisted by Chloe Daire, opened last week at the Joy Gardens, New Castle, Pa., following in Palmer and Doreen and their Magic Kettle novelty. This is Greenwood's first engagement in the East. He is featuring a demonstration of *Par Optic Vision* in conjunction with his regular magic routine.

DON WARD reports that the Minneapolis Hanky Panky Club's recent annual show panned out a huge success, more than 400 people, including Mayor Leach, taking in the entertainment. Highlighted on the bill were Bill Schreiber, George Anderson and A. C. (Count) Boese.

COLTA AND COLTA (Charles J. and Minnie Jones), well known in Eastern magic circles, celebrated their silver wedding anniversary with a two-day picnic and party at Chateau de Colta, Williams Grove, Pa., July 17 and 18. Invitations were extended to all their magical friends in the territory.

LEN VINTUS, one of the founders of the International Brotherhood of Magicians and now associated with the North American Lumber and Supply Company, Transcona, Man., Can., left there last Friday (16) on an 18 days' vacation which will take him to Port Arthur, Ont.; Sarnia, Ont.; Toronto; Montreal; Arundel, Que.; Boston, New York, Philadelphia, Chicago, Minneapolis and Winnipeg and then back to Transcona. Len plans to contact all his old magic friends at the various stopoffs.

ANNUAL BANQUET of the Association Syndicate des Artistes Prestidigitateurs, French magicians, was held in Paris July 4.

ISOLA BROTHERS, illusionists, will resume the direction of the Mogador Theater in Paris shortly.

GILI-GILI, card manipulator and sleight-of-hand artist, has a good show on the midway at the Paris Exposition.

MAYETTE, magician, is at the Jardin d'Acclimatation in Paris.

AMONG THOSE who dropped into the Green Room backstage at the Earle Theater, Washington, last week for a visit with T. Bradley Martin, who trod the maples there, were Princess Najo, Dr. Kenneth Sheelor, Theo T. Golden,

(See MAGIC on page 73)

EDITORIAL DEPT.
POSSIBILITIES

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT

MUSICAL

CONDOS BROTHERS—dancers now playing the vaudefilmers after a bit of a buildup following their appearance in *Wake Up and Live*. They would do well by a spot in a revue with their lightning-paced tap hoofing. Outstanding dancers, beating out cleanly an amazing number of taps for such fast stepping. Mostly duo precision stepping, but also break out into a strong session of competitive hoofing.

✣

For FILMS

GIL LAMB—comic, eccentric dancer and singer whose act is filled with showmanship. Stepping is his forte, but he mugs, postures and uses hoke to excellent advantage. Various turns well timed and paced. Musical films should be his meat.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LASSES WHITE, star minstrel performer and owner of a few years back, writes from Concord, N. C., under date of July 13 to say that he and his partner, Fats (Honey) Wilds, are happy in their work as features of H. D. Hale's Milt Tolbert tent show, playing the South. "Five years ago," Lasses typewrites, "I formed the team of Lasses and Honey, 'Dixie's sweetest combination,' and went into radio work on Station WSM, Nashville, where we remained for four years. From there we went to California, where we were heard for a year over Station KEHE and the California network. I am often asked how I like radio work compared to the minstrel stage. I can candidly say that I like radio work fine. Of course, it is real work. I had to write all my programs myself and I assure you it is a real job, as they come so fast week after week. I missed the minstrel stage, however, and the personal contact with the audience. This was partly overcome, however, by presenting a big minstrel show on the air each week before a studio audience. Both Honey and myself and our wives are happy in our new work."

ARTHUR J. GUY, comedian, singer, dancer, musician, producer; born, New York City, January 26, 1872. Youngest of the famous Guy family and brother of George R. Guy, 82-year-old ex-minstrel owner and performer. First minstrel engagement at Cohoes, N. Y., 1876; for many years trouped as a member of the Guy Brothers' Minstrels. He claims to have organized and produced the first tab minstrel to play vaudeville, entitled Arthur Guy's Novelty Minstrels. Present address care The Billboard. Activities, producing.

PROF. WALTER BROWN LEONARD postcards that he caught the Dan Rice Circus at Warrensburg, N. Y., July 13 and enjoyed a pleasant visit with Professor Merideth, old-time minstrel bandmaster, formerly of the Al G. Field and other big shows.

TOM WATERS, old-time minstrel and musical comedy comedian, is now running the Half-Way House, near Shamokin, Pa., specializing in chicken dinners at a $1 a copy.

STEEL PIER MINSTRELS, favorites for years with seashore visitors to Atlantic City, are back with added talent, variety and specialty acts, changing shows weekly. Initial show had Buddy Abbott, Lew Costello, Billy Fields, Charlie Boyden, Art Frank, and Burns, Moriarty and Dell. Ben Yost's Singers are guest starring.

A REUNION between minstrel men took place last week when the Walter L. Main Circus and John R. Van Arnam's *Radio Barn Dance* played day and date at Farmington, Me. "Hi Brown" Bobby Burns, press back with the circus, was guest at Van Arnam's cookhouse. Other minstrel men in the gathering, besides Burns and Van Arnam, were Rudy Huff, Al Pinard, Billy O'Brien, Carl Babcock, Jingles Carscy, Roy Roberts and Benny Kenner.

It's Your Baby!

By BILL SACHS

We recently invited some official of either the SAM or IBM to come forward with some good reason why a joint, or rather concurrent, convention of the two societies should not be held in Cincinnati in 1938 or why the idea of such a meeting isn't feasible. Caryl S. Fleming, president of the Pacific Coast Association of Magicians and national vice-president of both the SAM and IBM, is the first to answer our invitation. His say-so, in part, appears on The Forum page in this issue.

BILL SACHS

Mr. Fleming has an open mind on the question of a combined or concurrent convention. He points out some good arguments for such a gathering, and equally as many against it; but he doesn't say that the idea can't be worked in such a fashion as to be satisfactory to both organizations. Mr. Fleming's argument against a joint convention is chiefly concerned with a convention of the two bodies wherein all business and social activities of the two organizations would be combined. He doesn't believe that such an arrangement would work out satisfactorily. As a reminder that wasn't what we advocated. Our idea was for a joint convention in name only—''World's Congress of Magic''—with the SAM meeting May 28, 29 and 30 and the IBM following May 31, June 1, 2 and 3, with each organization conducting its own business and its own shows independently, but with the members of either organization free to take in all shows and social events at the regular fee.

Mr. Fleming seems to fear, too, that the business at night shows would suffer in such an arrangement; that the Cincinnati public would not support so many magic performances with their attendance. As a reminder let us say that Cincinnati has always been a good magic town. A city that for many years gave the late Howard Thurston a two-week stand should readily support four or five nights of magic, especially with the aid of the increased attendance that such a combined meeting would draw.

This is to be our final harping on the matter of a joint or concurrent convention of the SAM and IBM. The next move must come from the officials of the two organizations, for after all it's their baby. Whatever action the two groups decide to take will be okeh with us. Whether or not they adopt the idea formulated by this writer does not matter. Both organizations will have our fullest support at all times, whether they decide on one mammoth meeting or two independent conventions. We merely thought we had something there.

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Showboat Players In Severe Storm

LEONARDTOWN, Md., July 17. — Charles Hunter and Jack Pfeiffer's tent show, Showboat Players, was struck by a cloud-burst and electrical storm here Tuesday night shortly after the night performance had begun. A bolt of lightning struck the show's transformer, plunging everything into darkness. Patrons were given rain checks and invited to come back the next night.

Show, now in its eighth week, has had good business and pleasant weather to date. Outfit is brand-new with the exception of 10 lengths of blues which broke into the business with Bob Demorest Sr. They have been repainted red and white to match the interior of the tent. New top is light green with bright red and royal blue trimming and a two-foot sun border on inside the mask top of the sidewall. This was show's first stand in Maryland and Tuesday night was the first date the show missed all season.

Roster includes Charles M. Hunter and Jack L. Pfeiffer, owners and managers; Beulah Adams and Gladys Pennington, candy privilege; Bob Demorest Jr., director; Marg Williams, Ona Williams, Jack Keating and wife, Rene Mahar, general business and featured in concerts; Harry Weatherby, juvenile singer; Joe Paulson leads the ork, comprising Jack Pfeiffer, sax and clarinet; Walter Klohr, tenor sax and clarinet; Jack Keating, drums; Frank Brownlee, trumpet, and George Dull, slip horn. Ray Coppersmith handles the canvas, and Pop Pfeiffer is on front door.

Billroy Briefs

ROME, N. Y., July 17.—More visitors on the show this week than employees. Have been trying to find out who Mary Brandon, of Norwich, is carrying a torch for. One doesn't drive 250 miles just to have a glass of ale. Wish I could play a bull fiddle.

Caught Buddy Hawkins shopping for engagement rings. In Woolworth's, of course. Don't know who the lucky party is, but I think it's Luke this time.

The Bartletts celebrated their 156th battle last week. A nice party was thrown for their friends, also alarm clocks and other loose articles lying around the hotel.

Robbie Lee Myers on here for a short visit. Says she doesn't mind sleeping in the Wests' house trailer, but the horses do keep her awake in the mornings.

Manager Wehle would like to know who Charles Catonzari is working for, local night clubs of the Billroy Show. Any night you can see Charles sitting in with the local bands, swinging on that mail-order clarinet.

A letter from Johnny Finch informs that he is somewhere in Virginia doing advance work for Aroma, the bubble dancer. WAYNE BARTLETT.

Rep Ripples

ED A. RENO reports that his Funmakers are moving along okeh under canvas in their established territory, with everybody happy and business fair.

STODDARD AND LEWIS, well known in med and rep circles, are framing a platform opera to open near Cleveland July 26.

JACK AND RENE KEATING, now en tour with the Charles Hunter-Jack Pheiffer Showboat Players, postal that they are enjoying themselves at Colonial Eeach, Va., fishing, swimming and indulging in midnight boating parties. "Business is great and everything going fine," Jack scribbles.

HARRY OPEL, Toledo (O.) magician and juggler, postcards from that city under date of July 9: "Passed thru Sylvania, O., last night and saw the outfit of the Ginnivan Dramatic Show. They have a swell outfit and a good band and the crowd was coming in fairly well considering the hot night."

ERNEST TIPTON, formerly with Billroy's Comedians, is now projectionist at the State Theater, Concord, N. C.

CHRISTY OBRECHT JR., son of Christy Obrecht, owner-manager of the tent rep show bearing his name, now touring its established Minnesota territory. Young Obrecht, cadet sergeant at St. Thomas Military Academy, St. Paul, is spending his vacation on the show.

Rains Cut In on Ginnivan Business

CONTINENTAL, O., July 17.—After waiting 10 years for a tent show Continental was disappointed Monday night when the hardest rainfall in years fell between 4 and 5 p.m., leaving the lot on which the Frank Ginnivan Dramatic Company was slated to open a sea of mud and water. It is said that this was the first time in 20 years that the Ginnivan company has lost an opening performance.

With the aid of cinders, straw, sawdust and hay, the lot was put into shape for a Tuesday night opening. The show's week engagement here was given a fine bit of exploitation by *The Continental News-Review*, which also put out a special tent-show edition in a tie-up with local merchants.

Company's opening bill is *The Awakening*. Other plays in its repertoire are *In Self-Defense, An Old Soak, Shanghai Goldia, Freckles* and *Oliver Twist*. Ginnivan show has found things good in its established territory in Ohio, Indiana and Michigan so far this season whenever the weather has permitted.

Traveling with the show this year is John Ginnivan, 86, who founded the Ginnivan shows 64 years ago. His wife passed away last winter, and to ease his loneliness the oldtimer has purchased a housecar and is traveling with "his boys."

Boyes Players Are Mugged

LINCOLN, Neb., July 17. — Photogs from *Life* magazine called on the Chick Boyes Players here Sunday and spent the day lensing members of the cast, the crowd and several mugs of Chick himself. Best shot of Boyes is one of him counting the tickets he just finished collecting after a sell-out aftershow concert sale.

Storm Hits Walker Show

RHINE, Ga., July 17.—Sweeping down just at show time Monday, a violent rain and wind storm struck the Walker Family Show, breaking poles, wrecking the show's equipment and doing considerable damage. Show is continuing under a smaller tent. No one was hurt in the blowdown.

Brown & Davis Find Biz Okeh

CLIFTON FORGE, Va., July 17.—Brown & Davis Attractions, headed by Paul Brown and Herbert Davis, has enjoyed satisfactory business since launching the tent season 11 weeks ago in West Virginia, with only one losing week on the season to date. Show has experienced rainy weather on an average of three days a week since the opening and suffered one blowdown. Despite the inclement weather, attraction has lost only two nights so far this season. With favorable weather, business has been above the average, Paul Brown reports.

Messrs. Brown and Davis are offering the natives talkies and vaudeville and are finding the combination a better box-office draw than the usual run of rep bills. Roster includes Mr. and Mrs. Herbert Davis, Paul Brown, Mr. and Mrs. Harry Sutton, Ray Hill Milton and Marvin Dwier, with all doubling from the stakes in the ground to the steaks on the table, as well as on stage and orchestra.

Mrs. Paul Brown is not with the show this season, having recently undergone two major operations. She is convalescing at the Brown home in Newark, O.

Brown reports that all of the shows encountered this season have reported good business, despite the unusual rainy weather.

Van Arnam Barn Dance

SKOWHEGAN, Me., July 17.—This is the 21st week since opening under canvas and the 114th week for the show, combining theaters and tent. A new presentation is offered, with many new faces added.

Business as a whole has been good with the exception of six weeks, during which rain was with us almost constantly. Massena, N. Y., and Berlin, N. H., hung up new highs for attendance. Had to call the police in Berlin, as the overflow got a little unruly. We play a return there on the way south.

Played day and date with Walter L. Main Circus at Farmington, Me. Circus had a full house at the matinee and also at night. We filled all seats and had plenty of standees. Other opposition included Bank Night at a local theater and a Federal Theater show that had over 500 people. All this in a small town proves that the native will put it out when they have it, and they seemed to have it.

Had an enjoyable outing at Dover, N. H. Mr. and Mrs. Clyde Whitehouse, parents of Donald Whitehouse, our bass player, were gracious hosts to our company at their summer home. A shore dinner that was the McCoy was served. Dome Williams allowed it was the first time he had all the lobster he wanted, and anyone knowing Dome will remark that there must have been a collection of lobsters.

Mack D. Ferguson, former writer of Van Arnam notes, is now a full-fledged newspaper man, being employed as reporter and political writer on *The Hickman County Gazette*, Clinton, Ky. He is also editor of *The Arlington Citizens Courier*, published by the same concern.

John R. hasn't been with the show as much as usual because of various duties. We turn south about the middle of August.

CHARLES (DOME) WILLIAMS.

A Hillbilly "Catches" Ed Reno's Funmakers

ROSE HILL, Va.—We've got the Ed Reno tent show with us this week. People ort to go out and paternize the show. It mighty nigh starved to death in Tazewell last week.

Last night about openin time it commence to pour down rain and people all on the outside crowded in the tent and the tent was purty nigh full. And then the wind begin to blow in rain and people around the top benches had to move away from the rain-drenched walls on account of the water. And then the wind got fierce and slapped the tent about and it swayed on its flimsy feet and people got nervous and commence to stand up. The wind, full of rain, tore big holes in the top of the tent and in come the rain and jabs of lightenin, and out went the people, lookin any minit fer the whole works to flop. It was a black and howlin night full of thunder. Seats got soggy and water puddles crawled up around your ankles—if you stuck it out. And the sides of the old tent bulged out and lifted five feet off the ground, so you could look out on Main street and see people scamperin off thru the rain when the lightenin flashed.

Dutch Moone, the tall, slim young man, comes out and tries to bang on the old piano. Kind of pathetic the music, and kind of pathetic Dutch. The only thing that's beautiful about it is his courage. The show must go on tho. Been hit by this hellashus weather two weeks on a run. Cain't fight the elements, not us mortals.

Ed Reno, born under a circus tent 42 years ago, claps on a shaggy red wig, and the old trouper sticks his head around the curtain and tells the folks the best show of the season in comin right on.

Mrs. Reno, with a worried look showin thru her gorgeous makeup, hurries back from the ticket box and the family of show people make ready to get it over with. They all look at each other and there is no grease and paint on their faces when they look at each other. A stray drizzle of rain sometimes wanders thru the wrenches in the old tent—the old tent that's not had a rest since last April. A tent needs a rest once a year. But she's had no rest this year. Been on the road thru South George since last winter set in and drove them down from West Virginia.

Now it's on the Northern route again, and the season full ahead. And these new rents torn by the storm. The storm is over now. But these Midsouthern storms, they come and go like lightenin.

The show people look at each other and shake their heads with a feeling of despair. Half the audience gone home. The seats soggy. The ground covered with mud puddles. They drop their cigarets and push them in the mud with slow, weary toes. The other half of the audience is out there waiting for the best show of the season to come on.

"We cain't fight the elements," says Ed Reno. "Pull the curtain, Johnnie." Johnnie Finch, the dancer, pulls the black-and-white-striped curtains and the handful of snickering audience sitting hunched on the soggy canvas seats watch the realest show they've ever seen get under way. The audience is down in the dumps and ready to snicker and poke fun. The show people are worse in the dumps, but they've got to carry the audience clear out of the water-soaked

(See A HILLBILLY on page 73)

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Endurance Shows

Dunlap Contest Nearing the End

HALEDON, N. J., July 17.—In what might be termed a complete upset of couples in last hours of successful contest now in its last stages here, the Victory Ball promises to bring forward a few surprises. Babs Fath was forced out of the contest by a bad knee received during one of the fast dance numbers with her partner, Hughie Hendrixson, who is now teamed with Rella Finney. This team looks like a sure cinch to place in the prize money. Doris Donovan was forced out during the sprints, with only six couples on the floor, with a bad ankle, and at this writing Billy Donovan, her partner, is soloing. Bennie Rothman couldn't take the sprints and after a game display went out. His partner is teamed with Clyde Hamby, who lost his partner at the eight-couple mark. He was teamed with Pauline Boyd. Whitey Helm was forced out of the running by the fast sprints and this teamed Helen Tyne with George Bernstein, who look like another sure-money team. Mr. and Mrs. Joe Rock are still in the running and showing up well, while the Van Raams are showing their usual good form. Afternoon treadmills are now in order.

The next Dunlap contest will be at Five Points, just two miles out of Elizabeth, N. J. Contest, located in the boro of Kenilworth, will be sponsored jointly by the Kenilworth Volunteer Fire Department and the Elks' Crippled Kiddies, of Union, N. J. Both organizations are working hard to put the contest over. Several new and different features that have never before been attempted in walkathons will be added.

At the close of the Elizabeth show the various contestants will go into night club work in a club that "Pop" Dunlap has recently associated himself.

Elmer (Sparkplug) DuPree and "Itsy" Bacharach, new comedy team on the local show, have been laying them in the aisles since DuPree's recovery from a serious ear injury. Both will be the chief stooges in the next Dunlap show. Contest will be broadcast three times a day over WINS. As announced recently, a Dunlap show on foreign soil will probably open the middle of January, with the last 15 teams remaining in the last Jersey show assured of transportation to and from the spot.

Staff on the local show remains practically the same with the exception of Danny Brammer, who has been replaced by Eddie Leonard, and Marvin (Hobo) Hobaugh, who has been replaced by "Itsy" Bacharach.

INQUIRIES HAVE BEEN received recently on Fred Crockett, D. K. (Mickey) Sheehan, Bobbie Reed, King Brady, Al Cassall, "Uncle Joe" Purtell, Monte Hall, Sam Gore, George L. Ruty, Art Bayor, Vic Puree, Ray Meginn, Dorothy Zauhur, Walt Gross, Stew Allen, Mrs. Joe Gulla, Mickey Rosenberg, Ginger Heat, Jess Williams, Max Kelly, Flo King, Austy Dowdell, Ted Carmody, Papa Duff Davidson, S. M. Fox, Jimmy Muelett and Arthur Harmon. Send in a squib letting your friends know where you are and what you're doing.

WINNERS of the derby show at Green's Terrace on Lake Waco, Waco, Tex., July 10 were Edna Nowell and Whitey Maddox. Runners up were Bettie Lee Doria and Stanley West. Third place went to Jane Sweeney and Jack DuVal, fourth to Ruth Carroll and Billy Willis and fifth to Rose Miller and Popeye Thomasson. A victory ball was held the following night, with the four emsees, Dud Nelson, Jimmie Bittner, Curly Linder and Frankie Little Jr., and many of the contestants participating.

Tab Tattles

By BILL SACHS

GEORGE B. HILL, tab and burly funny man, is expected to leave the U. S. Veterans' Hospital in West Los Angeles this week, where he underwent an operation for an incisional rupture caused by his last operation three years ago. His latest cutting panned out successfully and now his tummy should be smoother than a pool table instead of looking like a road in New Mexico. Hill expects to return to work for Popkin & Ringer in Frisco or Los Angeles in another fortnight or so. . . . Lois Beckridge, of the old Lew Beckridge tab, is now residing in Santa Monica, Calif. When last heard of Lew was at home in Brooklyn. . . . Jack Roberts and Renee Sylva, formerly featured with the "Sea-Bee" Hayworth Players, are working Ohio clubs for the first time with their novelty hokum turn. They are currently at the Gloria, Columbus, O., and follow with the Wonder Bar, Zanesville, O. Report that they are booked solid thru August. . . . Earl and Marion Meyer, back on the Gooding Greater Shows No. 1 this season with their *Night in Paris* attraction, visited the home folk in Cincinnati last week during the carnival's engagement in Middletown, O., 35 miles from Cincy. Earl and Marion are well known in tab and burly circles. . . . Elsie Wiggins is again warbling her blue ditties at Ben Rafalo's Cat and the Fiddle Club on Cincinnati's Central avenue.

BOBBY DYER, with the A. B. Marcus *Revue* in New Zealand, shoots us an interesting yarn from down under to reveal how the Marcus show and players are faring in that faraway land. Bobby writes as follows from Dunedin, N. Z., under date of June 20: "It's been a pretty busy tour for us here in New Zealand. And a bit of all right, too. Very successful financially and audiences couldn't be more made to order. You talk of pushovers—well, here they are. No material is too old. We can dig 'em up as far back as the *Buzzin' of the Bee*, and they love it. My hillbilly creates a mild sensation, as I'm the pioneer here. They are very familiar with the character thru the movies.

"Radio is still in its infancy, too. All radio stations are under government supervision and commercial broadcasting is permitted on the North Island only. However, it's soon to be permitted down here also. Oh, boy, what a field for a versatile radio artist. Material is s scarce that they even make transcriptions from movies and broadcast the commercially. Several of us have h a fling at it in Wellington, but co plications set in on account of thea interests. One show a day. I've had a wonderful time hunting wild boar. Some of them weigh as much as 700 pounds, with tusks six inches long. We bagged eight on our first trip. Just played Invicargill, the nearest city in the world to the South Pole. Had a day after deer on Stewart Island. A rough crossing, but well worth it. The deer outnumber the population 50 to 1.

"We expect big things in Australia. Have 26 weeks arranged, opening at the Royal in Sydney. There are rumors of our extending this tour thru India and South Africa. At that it will be close to two years before we head back home. Sure envy that swell summer weather you're having. It's colder than a well digger's lunch box down here and these bloody Englishmen never heard of central heating. The girls remind us of grandma with their woollies. And if one resorted to a bit of peeking one might get a flash now and then of a pair of red flannels. Anyway we'll have balmy weather and bathing in Sydney when you start getting frosts and snow.

"Please ask some of our friends to drop us a line care Fuller's, 89 Elizabeth street, Sydney, Australia. We get *The Billboard* three to four weeks late here and are plenty hungry for news. Would like to hear from my old pard, Reggie Vestal, and Doc Schneider, Jimmie Hodges, Ches Davis, Billy Purl, Marie Purl and all the rest."

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IRA COFFEY and JOHNNY MARM—Contact Immediately. Need Union Band.
LARRY MATTHEWS, HARRY JARKEY and LES McCULLAM—Wire.
Experienced Help in All Departments — Nurses, Trainers, Concessions, Etc.
THIS IS THE SPOT! Sponsored by LAVALE FIRE DEPARTMENT! Everyone working here. Mills booming. Location a dream! Best Food Available. Sponsors Naturals.
NOTE: Western Union Will Check All Transportation. Watch It, Easy Money Makers.
MARYLAND OPERATING CO.
FRANCIS SCOTT KEY HOTEL, FREDERICK, MD. RAY C. ALVIS, Sole Agent.
★ DON'T BE SORRY — BE HERE EARLY! ★
Canvasmen Report to Danny DeRose, Cumberland.

GEORGE L. RUTY'S WALKATHON
OPENING ON THE
Boardwalk, Atlantic City, N. J.
AUGUST 4, 1937
WITH PHIL MURPHY
$2,000.00 Cash Prizes
Good Contestants, get in touch with me at 2129 Boardwalk. This contest conducted by George L. Ruty personally.

CONTESTANTS!
"Pop" Dunlap's Last Jersey Show
JUST OUT OF ELIZABETH. RIGHT IN THE CENTER OF A HALF MILLION POPULATION.
If you can take it and can measure up to Dunlap Standard, are reputable, know how to act like ladies and gentlemen, CONTACT IMMEDIATELY. Will arrange transportation. AGITATORS, HOTEL DANCERS and DOUBLE CROSSERS, this is no place for you. Dunlap dancers have and always will set the standard for walkathons. REMEMBER, $2,000.00 PRIZE MONEY and it is always paid and every promise fulfilled. NO FLOPS, NO BAD TASTE, EVERYONE SATISFIED. **ONLY SIX TEAMS NEEDED.** Wire immediately.
"POP" DUNLAP or DICK EDWARDS, Care Winfield Scott Hotel, Elizabeth, N. J.

HAL J. ROSS DERBY SHOW
OPENS AUGUST 5th
I consider this spot the greatest money maker for all concerned in my career. Located near Los Angeles, with cool weather conditions prevailing day and night which will make this contest an ideal show. Spot lined up 100%. Positively no collect wires.
MONTE HALL AND FORMER CONTESTANTS. THIS IS THE SPOT YOU ALL WANTED AND IT'S SET PERFECT.
Contact Me by Air Mail.
HAL J. ROSS, 619 South Orange Drive, Los Angeles, Calif..

THE ORIGINAL GEO. W. PUGHE DERBY SHOW
Opens in Kansas City, July 29
nt Teams with wardrobe, contact immediately. Positively
up in the endurance field. Contestants cared for on arrival.
Y. PUGHE, Commonwealth Hotel, Kansas City, Missouri.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Entry Official Explains Laws In New Mexico

Santa Fe, N. M.

In *The Billboard* of June 19 an article appeared stating that our Port of Entry had stopped a certain orchestra and required them to pay $8 per man and $15 for the leader in addition to license fees for the cars and fees for brake and light tests. Just for your information, most of these statements are incorrect. The Port of Entry stopped this troupe of Negro musicians who were traveling in an 11-passenger bus and required them to comply with our laws pertaining to persons or businesses operating in New Mexico for profit. The bus fee is $50, plus $10 for each seat of the normal seating capacity of the bus. The leader was required to license his private car. The total, as stated, came to $107.75. There was no fee for brake and light tests and there was no fee for each man as stated. The license fee was for three-fourths of a year. Trusting this information will be of interest to you if future cases such as this should arise.

JOSEPH A. BURSEY,
Chairman Port of Entry Board.

Fleming Has Say-So About Meet of Magi

Beverly Hills, Calif.

Have read with great interest your recent comment on the possibilities of the SAM and the IBM holding combined or, better, immediately concurrent national conventions in Cincinnati next year and, inasmuch as I enjoy rather a unique position, holding office of national character in both of those organizations, as well as being the president of the Pacific Coast Association of Magicians, I, too, have some ideas on the subject which I beg your permission to voice. In the first place, from many points of view, your idea, which, as you state, is in no wise original with you alone, is a most excellent one, especially for those who are members of both organizations in question, as it would permit a closer fraternization and promote acquaintanceship among many who might never otherwise have the opportunity to meet. Certainly it would attract practically all American dealers of importance, and, as proved by the popularity of the dealers' displays at High Point, N. C., where I was fortunate enough to be present, their displays and activities are of immense importance to the success of a magic convention. Many other advantages which you have already noted are self-evident. On the other hand, there are several points on the negative side of the question which should be considered. There is no question but that the old adage "competition is the life of trade" applies to organizations as well. Both the SAM and IBM have worked hard to bring their respective organizations to their present state of perfection and both have a perfect right to be proud and jealous of their accomplishments, and their desire to retain their individuality is not only a natural but a healthy sign. I was not only present but active to a degree in bringing the present tentative dates for the IBM Cincinnati convention, the middle days of the third week in June, to at least a temporary agreement. You ask for some official of either the SAM or IBM who is opposed to the joint convention idea to step forward and give you just one good reason why such an idea isn't feasible. As an official of both, as well as of the PCAM, and as one who has during the three years in office with the latter organization given much consideration to this and many other questions concerning conventions I shall answer you by asking a question or two. For the purpose of argument let us take it for granted that the question is of a joint convention of the two organizations occurring simultaneously. Inasmuch as both organizations schedule practically every bit of time from 9 or 9:30 a.m. until after the usual shows, dances or other functions let out, how is a member who happens to belong to both organizations, and there are many, going to attend two conflicting events at the same time? Certainly there must necessarily be separate and distinct business sessions, for both organizations have their own separate business to transact. This also applies to such regularly scheduled events as amateur prize contests, etc., at least to a certain degree, for each society undoubtedly has certain perpetual trophies, classes of competition and other items that are limited to competition among their members only. Furthermore, why should either organization be satisfied to take one-half of the profits accruing from the shows to which the public are admitted when either has more than enough talent to stage its own shows from among its membership? Or if two or more shows are to be given on the same evening, one sponsored by each organization, why should they be forced to compete with each other? Or if separate shows are to be given as above mentioned, but upon different evenings, which organization should be willing to accept the second show, which might easily receive poor patronage in a small town where the possibilities for filling the theater a second night are far less than for the first night? And which organization is to give as to dates which have been established by precedent? Undoubtedly the SAM has some very good reasons for scheduling the dates it has selected for its annual conference or it would not continue to hold them on the same relative dates year after year. I know that the IBM has excellent reasons for setting its convention dates when it does. I am neither for nor against joint or concurrent conventions, but I am for harmony and perfect accord within both organizations and for a fraternal interchange of courtesies and considerations among and between all magic societies. I feel quite convinced that the present method of handling things is best for want of a better solution. You have made a very pregnant suggestion and it has many advantages, especially to some, and some disadvantages to others. How about offering the perfect solution to the problems that must necessarily arise to the plan you foster? If you can do this I am sure that you will have done the entire organized fraternity of magic a tremendous favor and your name will be written in letters of glory forever after.

CARYL S. FLEMING.

Doesn't Agree With Statistics On Tent Reps

Portage, Wis.

Your statistics on conditions in the stock and rep field in July 10 issue are all wrong. Your correspondent, as far as tent reps are concerned, does not know what he is talking about. He states this field is practically extinct. As far as *The Billboard* is concerned it is. He states there are only four companies and 40 people being employed in this field. What nonsense! Truthful statistics show at least 150 repertoire tent shows in the field this summer. Each show employs from 6 to 25 actors, not including musicians and working crew. Why doesn't *The Billboard* know about this (and I dare you to publish it)? It is because you have neglected this branch of the business. You publish the agents' placements—that alone contradicts your statistics. Be fair and publish this. Do you know that these same rep actors were at one time all members of the AEA until unfair tactics caused them to drop from the union? Do you know that these tent rep actors have been battling the depression, asking no help of any charitable organization? Extinct nothing! The tent rep field is an exceedingly live issue employing thousands. If you are that much interested the writer can obtain you exact statistics and the name of every show and placements of each performer. You've made an assertion; let us go into details. You won't hear of the tent rep field on Broadway nor yet on Randolph street, but get out into the field and you will be surprised at its strength. Can *The Billboard* quote statistics on the hundreds of circle stock companies that operate both winter and summer? This stock and rep field is from Coast to Coast and Canada to the Gulf. No, Mr. Billboard, you are deserted by this branch of the outdoor amusement world. Why? Because you have neglected us. Do we dramatic rep people want to read of one-night-stand girl shows under canvas? That is all you give us on the rep page. At least that composes the majority of the reading, and it's all under the heading of "rep." *The Billboard* and picture scouts would do well to investigate the tent rep field—they may learn a little more about this branch of the business. In conclusion, *The Billboard* is a dead issue in the rep field and they have cast it aside as they did Equity. It can be won back by placing a man in the field to give us news about our division of the business.

FRED POOLE.

Editor's Note—You dared us to publish this, Mr. Poole, and we did, showing we "can take it." It's too bad, tho, that you don't exercise greater care in reading. We quote part of one statement from the published article to prove that assertion, as follows: "These figures are the result of compilations prepared by the theatrical unions."

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.

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Vol. XLIX. JULY 24, 1937. No. 30

Show Trucks and Drivers

THE importance of circus and other show owners having trucks that will pass the most rigid inspection and truck drivers that fully qualify as such is brought out forcefully again—this time in the accident near Ebensburg, Pa., that resulted in the death of the well-known elephant Tip, which belonged to Mrs. Ernest Haag, of the Mighty Haag Circus.

Tip, as many will remember, used to go on foot from stand to stand of the show, but lately has been carried on a truck with another elephant. Tip was a docile bull, a good performer and was always anxious to please every one.

The hills and curves of the roads in that section of Pennsylvania where the accident occurred are treacherous, being both sharp and steep. The road for many miles is protected by steel guard posts to keep drivers who take the curves too fast from plunging down the 1,500-foot ravines, and there are plenty of drops this deep.

According to a showman and reader of The Billboard who happened to be near by but did not see the accident, the truck carrying Tip and the other bull got beyond control, made two stiff curves but piled up on the third sharp one, hit the steel guard rail and threw both elephants out. Tip landed against one of the guard rails and was killed instantly. The other bull landed on the shoulder of the road and while bruised was not killed.

Our informant says the driver of the truck told the officers of the Pennsylvania State Highway Patrol who investigated that the brakes were defective and that he had reported this defect three times. Our informant also had a talk with the driver, who told him the brakes were no good and wouldn't hold and that the load weighed 14,700 pounds (more than seven tons). Whether true or not, the truck was too badly damaged to permit of an inspection. The accident was a tough break for Mrs. Haag, who will find it hard to replace this elephant, a distinctive attraction.

After the Haag wreck, our informant continues, one of the State Highway officials announced that he would at once recommend that truck shows traveling thru Pennsylvania be moved under supervision of the State Highway Patrol, which supervision would mean added expense to the shows.

Our informant goes on to say that he has visited four truck shows this year and was very much surprised at the ragged and unkempt appearance of the drivers and their methods of driving. Many of them, he declares, were reckless and foolhardly and others stupid and incompetent. It appeared to him that little care was used in selecting drivers and less care in seeing that they drove carefully. On one circus, however, he says he found drivers that were very careful and that they were watched closely and promptly fired if they showed evidence of being hi[illegible]way cowboys.

The Haag wrec[illegible]ll no doubt cause more attention on the part of some show owners to the[illegible] drivers and methods of driving, but it's too bad a fine animal had to b[illegible] bring this about.

Saranac Lake

By JOHN C. LOUDEN

Herbert R. Carlson is our latest guest-patient. He was formerly a member of the Warner Bros.' staff and was in charge of the checking department in Kansas City, Mo.

Mrs. Myron Cunningham, of New York, is in Saranac Lake visiting her husband, who is curing at Trudeau Sanitarium. While here she visited Dick Moore at the Will Rogers Memorial Hospital. Dick is an old friend of the family.

Chris Hagadorn, ex-NVAer, is in Post-Graduate Hospital, New York, where he recently underwent an operation. He would appreciate a visit or a letter from his friends.

Robert Burk was pleasantly surprised last week by a visit from his aunt, Mrs. Minnie Burk, of New York.

Mrs. Jack Edwards, of New York, is visiting her husband at the Lodge. She is well pleased with Jack's progress.

Dr. Karl Fischel, superintendent of WRMH, left Saranac Lake last week to spend a few days in New York.

Mrs. William Morris; her daughter, Mrs. Ruth White, and her sister, Ellen Berlinghoff, arrived in Saranac Lake last week and will spend the summer at Camp Intermission.

Eddie Dowd, James Seeley and Irving Wilbur responded favorably to the phrenic operation last week. The three are showing excellent improvement.

Ted Cook and wife, Jackie, were visitors to the Lodge last week. Jackie is an ex-NVAer and is doing nicely.

Jack Kirsch, of Boston, visited his friends at the Lodge last week and donated a number of useful gifts to the patients.

Please check on your health to avoid the cure and write to those you know in Saranac Lake.

MAIL ON HAND AT

CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Bays, R. C., 5c
Bernard, W., 10c
Billings, Mrs. W. H., 3c
Cook, F. C., 8c
Cowan, John E., 5c
DeMarlo & Marlette, 5c
Denby, Buck, 8c
Gibbons, Artoria, 10c
Goodwin, S. S., 3c
Gray, H., 3c
Grovelle, Ray, 3c
Hawthorne, Jack, 3c
Mack, Joe, 17c

Ladies' List

Ali, Anna
Allen, Gail
Allen, Mrs. F. Ackerman
Allen, Mrs. Onida
Allen, Mrs. Rosie Luigi
Allen, Peggie Jane
Amenons, Margaret
Anderson, Thelma
Appeling. Mrs. Jas.
Armstrong, Frances
Armstrong, Mrs. Jule
Ashley, Mrs. L. E.
Avery, Helen
Bailey, Mrs. Carol
Barnett, Mrs. Robert
Barnhardt, Neita
Barr, Gertrude
Barry, Mrs. Ruth
Bates, Dorthee
Bates, Mrs. Sarah M.
Bays, Mrs. Ruth
Beall, Helene E.
Beeson, Mrs. Aura
Bell, Crystal
Bell, Miss Tone
Benson, Anne
Berger, Jean
Berry, Carroll
Bert, Esther
Bibby, Pearl
Bill, Mrs. Tigar
Billings, Mrs. W. H.
Bistany, Mrs. Mae
Blake, Etta Louise
Bondurant, Mrs. Harry
Boswell, Mrs. Ben
Bowen, Mrs. Mary
Brancier, Nellie
Brand, Mrs. Willia
Braswell, Mrs. W. L.
Breckenbridge, Mrs. Ed
Brennan, Marge
Bresk, Mrs. Ina
Briggs, Helen
Britton, Mrs. Edith
Brokow, Eileen
Brooks, Ethel
Brooks, Gladys
Brown, Josephine Anna
Brown, Mrs. D. E. K.
Brown, Mrs. Irene
Buley, Mrs. Linnie
Burband, Mrs. Betty
Burden, Mrs. Zylpha
Burkert, Marguerite
Burleson, Madam
Burton, Mrs. James D.
Burton, Vera
Butterly, Mrs. Betty
Bush, Dolly Dixon
Camp, Mrs. Edith
Campbell, Mrs. Gene
Candrell, Mrs. Leroy
Caniles, Beatrice G. W.
Cannon, Mrs. Odis
Caper, Mrs. Lela
Carr, Ann
Carrol, June
Cartwright, Della
Castle, Dolly
Cavanaugh, Mrs. Cleo
Claire, Mme.
Clark, Hazel Mae
Clarke, Mrs. Retha
Clavin, Mrs. G. H.
Clirgman, Mrs. W. R.
Cook, Mrs. Marion Collins
Coranodo, Jolly Donia
Coughey, Mrs. R. J.
Cramer, Lucile
Crandel, Mrs. Marguerite
Crawford, Anna Ray
Crawford, Mrs. Frank
Crisp, Winnie
Croddy, Mrs. B. L.
Cromwell, Mrs. Johnnie
Cummings, Fay
Danner, Irene
Darlong, Yvette
Davenport, Mrs. B. C.
David, Julia
Davis, Cora Mae
DeCoupe, Nora
DeGarro, Grace
Dean, Dr. Myrtle
Decker, Bobbie
Delmore, Helen
Delno, Mrs. R.
Dener, Mrs. Dal
Deshon, Doral Dina
Dines, Mrs. Joyes
Dose, Mrs. Lillian
Drayton, Kathleen
DuBois, Jeattea
Dugon, Mrs. J. C.
Duke, Vera
Dunfee, Mrs. Earl
Dutcher, Jeanne
Eagle, Iona May
Eckard, Mrs. Lee
Eckard, Naomi Brown
Eddy, Mrs. Buck
Evans, Mrs. Charles S.
Fannette, Edna
Farley, Bessie
Farris, Billie
Faust, Cerene
Ehrens, Muriel Tot
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Fitzgharlds, Katherine
Fletcher, Rose
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Frazier, Mrs. J. G.
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Gardi, Rita Del
Gardner, Mrs. Wm.
Gibbons, Artoria
Gibson, Virginia
Gilmor, Mamie
Glew, Mrs. Marie
Grady, May
Graham, Lillian
Graham, Mrs. Harrison
Graner, Mrs. R. B.
Grasham, Mrs. Freckels
Gray, Dotty Knorr
Gray, Mrs. Roy
Gary, Mrs. W. M.
Geek, Bobby
Geralds, Mrs. R.
Gilbert, Mildred
Gooding, Topsie
Goodman, Mrs. O. C.
Goodrich, Mrs. Billie
Gregory, Mrs. L. B.
Griffith, Mrs. Frank T.
Groshell, Helen
Guiles, Georgia
Haines, Barbara
Haldman, Mrs. J. R.
Hale, Mrs. Ruth
Hall, Mrs. Dottie
Halley, Mrs. Jackquline DeRovia
Hamil, Mrs. Francis
Hamilton, Mrs. Chas.
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Hammond, Mrs. Dot
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Harlow, Nora Lee
Harold, Kittie
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Harris, Mrs. Betty
Harris, Jean
Harris, Mrs. Mae
Harrison, Mrs. J. H.
Hart, Grace
Hassell, Marie
Havens, Mrs. Myrtle
Havoc, June
Hawkins, Myrtle
Heaton, Shirley
Heffner, Mrs. Bea
Hemphill, Florence
Hemson, Mrs. Margie Greenough
Henderson, Mrs. James
Henry, Mrs. Lew
Hilton, Nellie
Hinkle, Velmer
Hirsch, Alice
Hollis, Clantha
Holloman, Mrs. Hazel
Holmes, Lillie
Holmes, Marie
Housner, Mrs. Clara
Hudson, Mrs. Margaret
Houghton, Alice
Howard, Mrs. Harry
Howey, Mrs. Eveline
Hubert, Eileen
Hughes, Mrs. Rubie Davis
Hule, Mrs. H. G.
Hull, Mrs. H.
Humphreys, Edna
Humphries, Gladys
Hunt, Rosa
Hurst, Matty
Hutchinson, Mrs. Betty C.
James, Jacqueline
Johns, Grace
Jones, Mrs. Jeanne
Johnson, Mrs. Mabel
Johnson, Sarah B.
Johnston, Mrs. Janetta
Judy, Miss Irene
Justice, Anna Belle
Kanerva, Mrs. August
Kelley, Jean
Kates, Mrs. Ruth
Kelley, Mrs. Fannie B.
Kempf, Mrs. Irving A.
Kester, Elizabeth
Kier, Martha
Kilrain, Mrs. Chickie
King, Hazel
King, Toni (Miss)
Kinkade, Iona
Koehler, Mrs. Harry H.
Kovshena, Marsha
Krasinsky, Mary
LaBox, Mrs. Evelyn
LaGrande, Ethel
LaLazette, Madam
LaThey, Mrs. Robert
Lacey, June
Lamarr, Mrs. Yvonne
Lamoureux, Eva
Lange, Mrs. Chrys
Langston, Alma
Ledbetter, Mary Magdalene
Ledbetter, Mary
Lee, Mrs. Howard Nell
Lee, Myrtle
Lehman, Mrs. Agnes
Leiter, Mrs. Malba Hess
Lenord, Leona
Leonard, Iris
Leonard, Mrs. Jane
Lerch, LaVerne
Lerenzo, Mrs. Dixie
Lervay, Mrs. Ann
Levine, Mrs. Ben
Lewis, Ethel
Lewis, Mrs. Virginia Clifton
Liberty, Aldis
London, Hazel
Lonefeather, Beatrice
Lorenzo, Mrs. Dixie
Lorenz, Pauline
Lovitt, Mrs. Edythe
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Lopez, Chiquita
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McArdle, Mrs. Virginia
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McCain, Lou
McCarroll, Mrs. Threasa
McCormick, Mrs. Nellie
McCarthy, Mrs. Wm.
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McGuirk, Mrs. Frank
McKenzie, Mme. Flonnie
McNalley, Mrs. Arthur P.
Mack, Mrs. Ernestine
Mack, Mrs. O. F.
Mackey, Mrs. Vera
Madden, Alma
Maier, Francis Irene
Mandel, Jewel
Mansfield, Mrs. Marie
Marble, May
Marr, Mrs. Ray G.
Marshall, Mrs. Anna Mae
Marston, Babe
Martin, Madge
Martin, Virginia Lee
Matsu Moto, Amelia
May, Mrs. Elsie
Mayo, Ada
Meiller, Mrs. Alberta
Mellens, Mrs. Eddie
Melville, Mrs. Thelma
Mendelson, Mrs. Evelyn
Meyers, Mrs. Vickey
Miller, Gladys Peggy
Miller, Kay
Miller, Mrs. Phil
Miller, Mrs. W. D.
Milo, Mrs. Don
Milo, Mrs. Martha
Mitzi & Harry
Mixon, Tillie
Moore, Bobby
Moore, Maxine
Moore, Mildred
Moore, Mrs. Ruby
Morgan, Opal
Morgin, Mrs. Billy
Moser, Mrs. Pat L.
Morris, Ethel
Morris, Mrs. Chip
Mullins, Dasie
Munday, Virginia
Murphy, Joan
Murray, Ginger
Murray, Mrs. Jack L.
Myers, Gladys
Nagle, Mrs. Lynne
Nalbandian, Mrs. Belle
Neal, Francis
Nelson, Mrs. Julia
Nelson, Mrs. Viola
Newcomb, Mrs. Robert
Newton, Veronica
Nolte, Mrs. Martha
Noriega, Tina
North, Cecillea
Norwid, Mrs. Chas.
O'Conner, Alice
O'Conner, Mrs. Effie
O'Hara, Edna Pauline
Ogilsby, Mrs. Bonnie
Ora, Loretta
Ortogus, Mrs. Leonard
Orton, Elsie Mauk
Orton, Ruby
Owens, Mrs. Charles
Owens, Rita
Page, Ruth
Parker, Alma L.
Parker, Alice
Parks, Mrs. B. F.
Pascoe, Mrs. Mary
Pate, Dorothy
Pechang, Mrs. Josephine
Peck, Miss Bobby
Pelham, Una
Perry, Geneva
Pervost, Mrs. Sally
Peshong, Mrs. Josephine
Pharr, Annetta
Phelphs, Mrs. W. J.
Piegts, Mrs. Etta
Pierce, Mrs. Betty
Pilling, Mrs. Jim

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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Potter, Myrtle, Gray
Powell, Mrs. Albert
Pratt, Mary
Prebish, Mrs. J. A.
Purchase, Mrs. Alice
Purchase, Mrs. Wm.
Randall, Alice
Rankin, Sally
Rao, Sadie
Rattle Snake, Princess
Raynell
Rearick, Mrs. Nattie
Reche, Mitzi
Red Fox, Mrs. Myrtle
Redden, Mrs. Gertie
Redhorse, Mrs. Blanche
Reed, Marge
Reeves, Mrs. Edward
Reeves, Mrs. Lovella
Regan, Thelma
Relford, Augustia
Rey, Mrs. Val
Reynolds, Mrs. Jimmie
Reynolds, Vera
Reynolds, Viola
Richards, Charrolett
Richards, Kathryn Ruth
Richards, Mrs. Gladys
Richards, Mrs. Lucille Roberts
Richie, Mitzi
Richards, Mrs. T. I.
Riggs, Mrs. Lilian
Riley, Jeannie & B.
Rockwell, Mrs. E. W.
Rogers, Tora C.
Rose, Mrs. I.
Rosensteel, Lois
Rountree, Mrs. R. L.
Royster, Mrs. N. L.
Rudick, Mrs. Estella
Russell, Doris
Russell, Mrs. Joe
Ryan, Miss Dee
Saunders, Mrs. D. F.
Sayers, Ethel
Saylor, Mrs. Zella
Schindler, Nona
Schrauer, Mrs. Jack
Schwartz, Mrs. Eva
Scott, Mrs. Betty
Scott, Patricia
Screeton, Mrs. Frank
Scuher, Violet
Seymour, Mrs. Pat
Shannon, Peggy
Shea, Mrs. Bessie
Shea, Mrs. Whitie
Sheffield, Marge
Shriner, Stella Guida
Shudy, Mrs. Dolly
Signa, Lady
Silliman, Mrs. Myrtle M.
Simpkins, Ruth
Sloeval, Mrs. E. C.
Sloss, Mrs. Helen
Small, Mrs. Lynn
Smith, Louise
Smith, Mrs. Bridget
Smith, Mrs. Mae
Smith, Frances
Smith, Marie
Smith, Mrs. Willie
Smith, Thelma & Dorothy
Smithley, Mrs. Emerly
Sordelet, Madame Myra
Spark, Mrs. Evelyn Frechette
Sparks, Miss Billie
Sportell, Doria
Squires, Mrs. Robert
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Stealing, Myrtle
Steptor, Viola
Stevens, Mrs. Johnny
Stewart, Daisy
Stewart, Mrs. Othell
Stickney, Mrs. Thelma
Stirk, Cleopatra Hurst
Stone, Mrs. Jennie
Stone, Minnie & Kelly Ida
Storm, Virginia
Stover, Mrs. E. B.
Strom, Mrs. E. I.
Sullivan, Mrs. J. W.
Sullivan, Mrs. Artie
Summers, Alice
Sutherland, Beverly
Swain, Mrs. Al
Swain, Mrs. Daisy
Swarez, Mercedes
Sweet, Tillie
Talley, Rosa Lee
Taylor, Faydean
Taylor, Mrs. Lydia
Teska, Mrs. Ed
Thomas, Lucille
Thomas, Lucile
Thomas, Peggy
Thomas, Theada
Thompson, Mrs. B. W.
Thompson, Mrs. C. J.
Thornton, Dollie
Timmers, Mrs. S.
Tinsch, Mrs. Mary
Trivandy, Mrs. E.
Tryon Sisters
Tumlin, Lorraine
Tutson, Mrs Helen
Van Ame, Mrs. Elvera
Van Lidth, Mrs. Helen
Van Norman, Mrs. Vivian
Verga, Marie
Vogelee, Erma
Vanoy, Mrs. Louise
Wadsworth, Fay
Wadsworth, Mrs. Lillian
Wagoner, Mrs. Billy
Walker, Mrs. Emma
Wallace, Lorraine
Walters, Shirley
Ward, Mrs. Peggy
Warren, Mrs. Pauline
Warwick, Midge
Washburn, Luttie
Wasson, Loase
Waters, Mrs. Setta
Weaver, Mrs. Ed
Webster, Mrs. Hazel
Wehle, Mrs. Billie
Weieman, Mrs. J. S.
West, Mrs. Virginia
Wharton, Gladys
Whipple, Mrs. Ruth
Whitaker, Jeannette
White, Lucile
Wiedlund, Mrs. E. A.
Williams, Helen
Williams, Margaret
Williams, Mary
Williams, Mrs. Dorry
Wilson, Mrs. H. I.
Wilson, Dianna
Wilson, Ethel
Windt, Mrs. Marie
Wolfe, Janice
Woodall, Mrs. Billy
Woods, Miss Billie
Wright, Helen
Wright, Josephine
Wyatt, Mrs. Mable
Wylis, Amy
Yancey, Mrs. Beeman
Yocksticks Sisters
Yoshida, Mrs. Echo

Gentlemen's List

Aburto, Pedro
Adams, Gene
Adams, Joe
Adams, Ned
Addmis, Nade
Adams, Mike
Adams, Max
Adams, Spike
Ahin, Charles
Akins, Leo L.
Alderfer, C. L.
Aleo, Rocco
Alexander, E. H.
Alezandria, Hazel
Alfred, Jack & June
Alford, David C.
Alison, Happy Jack
Allen Bros.' Wild West
Allen, Charles B.
Allen, J. H.
Allen, Jimmie
Allen, Leo
Allen, Mert H.
Allen, Ralph Jerry Roger
Alm, Everett
Alogeria, A. G.
Altschuler, Aaron
Alvis, Ray C.
Alvord, Fred
Alwood, Frank
Alzoice, Karl
Ambler, Walter
Ambrose, Jim
Ambrose, Joe
Amenecker, George
American Exposition Show
Ames, Geo. L.
Amos, Walter
Anders, Frank L.
Anderson, Jean White
Anderson, Geo.
Andreano, Frank
Andrews, John W.
Anthony, Milo
Appleton, J. D.
Argus & Searle Twins
Arley, Charley
Armony, M.
Armtwister, A. H.
Armstrong, Bud
Armstrong, Louis
Armstrong, Ray
Arnold, Arlie Spoons
Arnold, Erwin
Arnold, Harry
Arrienda, Antonio
Arthur, Jack R.
Arthur, Major
Askew, Walter
Atkin, N. R.
Atkinson, John
Attila, Art
Atwoods, Tumbling
Auskings, Clarence
Austin, Hot Shot
Austin, Jack
Autry, Gene
Ayers, Bobbie
Ayers, H. B.
Ayers, H. C.
Ayers, Homer
Ayers, Ray
Baba, Hadji
Babcock, Clarence L.
Bahnsen, William
Bailey, Iodine
Bailey, Wm.
Bain, Norman
Baird, Jack
Baird, Walter
Baker, Gus
Baker, Cannon Ball
Baker, Buck
Baker, Fred
Baker, Joe
Baker, Col M. L.
Baker Vaud. Show
Balden, Luther
Baldo, Theo.
Ballard, Walter
Bancher, Ray
Bandal, G. E.
Banes, Buck
Banks, Sam J.
Banks, Wally
Bannister, Leonard W.
Banta, Harry
Bantham, Larry
Barfield, Lewis
Barham, Bruce
Barker, Doc T. W.
Barker Show
Barkett, E. L.
Barkoot, Haleem
Barnard, Leon B.
Barnes, Eugene E.
Barnes, Russell (Popeye)
Barney Tassell Unit
Barnhill, K. B.
Barrette, Bill
Barry, Dick
Barry, George
Barry, S., Sons
Barth, Chancey
Bartz Amuse. Co.
Basile, Joe
Bauer, Joseph
Baughman, B. J.
Bayter, Ralph
Beaird, Marshall E.
Beam, J. Ward
Beaman, Ray Pollock
Beasley, John
Beaver, W. E.
Beaulien, Lyle
Becker Comedy Co.
Beebe, Fred
Beede & Nance
Beemore, Bill
Behee, Bob
Behmer, Ervin
Belanger, Norman
Belcher, Carl
Belew, Max
Bel-Mar, Jack
Benett, Leon
Benjamin, Albert B.
Bennett, Cleo
Bennett, Ed
Bennett, Owen
Benson, Clennie J.
Berckley, M. M.
Berger, Harry
Berger, Seymour
Berman, Sam
Bernarti Gr. Show
Bernhardt, Nerte
Berman, Al
Bertholf, John
Bettinger, L. M.
Bevard, S. V.
Beverly, Roy
Bey, Ben
Bickford, Edw. K.
Bills, S. B.
Binder, Edward Smoko
Birdsey, G. A.
Bishop Tent Show
Black, Frank
Blackmer, Arthur Santell
Blackstone, Doc
Blackstone, Victor
Blake, F. J.
Blanton, Herbert
Block, Eugene H.
Blomberg, Bill
Blue Steel Orch.
Bodner, Mike
Boldware, Jake
Bond, Fred
Bonor, Frank
Boohanna, Anthoney
Booker, Al
Booth, F. E. Buddy
Bord, Clark
Bordener, Kenneth
Borheit, G. A.
Boswell, Ben
Boswell, Max
Bosworth, Jnd. & Lou
Bottorff, Arthur
Boucher, Roy
Bowen, W. E.
Bowers, Claude
Bowers, Wayne
Bowling Concessions
Bowman, Wilbur
Boyetter, The
Bozell, Billy
Brachard, Paul
Braden, Jim
Bradley, Toney
Bradley, W. B.
Bradshaw, James
Brady, Fred
Brady, Mike
Bragg, Burl
Branda Bros. Cafe
Branda, Nick
Brandon, Famous Washington
Brandon, L. G.
Brandt, Al
Brandt, Doc Fred
Branhanson, Wm.
Branch, Wm. Grayson
Braswell, W. L.
Brerke, R. G.
Bresk, Frank J.
Bresson, Earl
Briggs, Tex
Brightbill, Lloyd
Brizendine, E.
Broadwall, Jack
Broadway, Henry
Brodie, Wm.
Brooks, Lawerance
Brooks, Matthew
Brooks, Thomas A.
Brosseau, Frank
Brown, Chartie
Brown, C. Howard
Brown, D. E. K.
Brown, Ernest
Brown, Howard
Brown & Lavelle
Brown, L. H.
Brown, L. R.
Brown, Lou
Brown, Robert Lee
Brown, Sam
Brown, T. H.
Brown, W. B.
Brown, W. W.
Brownell, W. H. (Duke)
Brownie, Earl
Bruce, Bhebe
Bruce, James W.
Bruce Gr. Show
Brumleve, Robert P.
Bruner, Art E.
Brunk, Henry L.
Bruno, Louis
Bryan, Wesley
Bryant, Otis R.
Bryens, The Three
Bryer, Charlie
Bryan, Johnnie T.
Buchanan, Claude
Buchanan, C. W.
Buckland, Harry
Buddha, Prince
Budsall, Clark
Bufkin, Emmett
Buggie, Ernie
Bullock, Wyatt H.
Burch, Lloyd W.
Burchfield, R. C.
Burford, Clay
Burger, Harry
Burger, Seymore
Burke, Harry
Burke, Harry J.
Burke, Leo
Burkett, Earle
Burkhart, J. L.
Burkick, Ira
Burley, Dick Pop
Burlingame, Ralph
Burns, J. D.
Burns, Thomas E.
Burns, Tom
Burt, the Frog Boy
Burt, Wilburt
Burto, Leon
Burton, Harry F.
Burton, James Donald
Bush, Frank
Butler, L. H.
Butler, Woodie
Buyer, Slum
Byrd, W. E.
Cabbelt, R.
Caggan, Frank
Cailburg, John
Caldwell, J. E.
Caldwell, Tex
Calloway, Thos.
Cameron Sr., Cam.
Camp, Robert
Campbell, Frank V.
Campbell, Gary
Campbell, H. W.
Campbell, Jack A.
Campbell, Jesse H.
Campbella, Vic
Cane, Lloyd
Cantara, S. J.
Canter, Geo.
Caramck, Woodrow
Carben, Charles A.
Caren, C. B.
Carey, Paul W.
Carey, Roy
Carl, Fred Dutch
Carnares, Victor
Carpenter, Cecil
Carr, Buddie
Carr, John & Irene
Carreon, Carlos
Carrigan, Bill
Carroll, Dave
Carroll, Jimmy
Carroll, S. J.
Carter, James
Carter, James E.
Carter, Raymond
Carter, Wray
Case, Jack
Casper, Toney
Cassteel, H. W.
Caughey, Wm.
Cawey, Frenchie
Cerdroy, C. S.
Certaro, V. L.
Chalkia's World Fair Amus.
Chalmers, Chas. S.
Chalpios, W. N.
Chamberlain, Doc M. F.
Chambers, E. J.
Chapman, McD.
Chappelear, T. J.
Charbneru, Jules
Chase, Howard A.
Chavez, Ben
Cheatham, C.
Chellew, Joseph Henry
Chisholm, Davey
Choos, Geo.
Chrissier, Ray
Christensen, Grant
Christensen, Johnny
Chuesberg, J. F.
Church, Chas.
Church, J. M.
Church, F. W.
Circles, Joe
Clark, Archie
Clark, Bob
Clark, Prof. Frank
Clark, H. K.
Clark, Doc V. Jim
Clark, Robert B.
Clark, Willie
Clayton, Dr. Henri
Clayton, Lou
Clints Expo.
Cobb, Oscar
Codona, Alfredo
Cohee, Rex
Cohen, Milton
Cole, Lester
Coleman, Bing
Coleman, George A.
Coleman, Robert C.
Coley, C.
Collier, Doc
Collins, Elbert E.
Collins, Fred
Collins, John H.
Collins, Roy
Collins, Sam
Colman, Herman
Commings, Glen
Compton, Hal
Conarroe, Lee S.
Congleton, Jerry
Congo, Chief
Conn, H. E.
Connell, O.
Cook, Dea
Cook, F. C.
Cooke & Cooke
Cook, Frank
Cook, Harvey Blinkey
Cooper, Leslie (Pudding)
Corey, Bernard J.
Corlery, Jack
Cossack, S. Seline
Costa, Steve
Couch, Ray
Country, Chas. Klutz
Courteaux, Chas. E.
Coyle, Joe
Crabtree, Lawrence
Crabtree, Raymond Red
Cradit, Geo. L.
Craig, Bert
Craig, Foyle
Crafts Show
Crawford, Bing
Crawford, F. R.
Cray, Luther
Creath, Charles
Creson, N. L.
Cresson, Lee
Crew, M. W.
Criaburri, Johnny
Crockett, Tex
Crockett, Thomas J.
Crosby, Billy
Cross, Frank
Crowders, Walter C.
Crowley, Jimmy
Crowson, W. P.
Crumbly, Cyrus
Crusius, A. F.
Cruze, Conway
Cummins, Tom
Curliss, Basil Gene
Cutshall, Geo. S.
Cutting, J. Ernest
Dale, Joe
Dalrymple, Earnest
Daly Jr., Wm. B.
Dameron, Elmer
Damon, Roy
Daniels, Sensational
Danker, Bill
Dannel, Richy
Darden, Robert
Darling, Gene
Dault, Dare-Devil
Dault & La Marr
Davenport, C. L.
Davenport, R. R.
Davis, Ches
Davis, Indian Joe
Davis, Earl De Vore
Davis, Louie
Davis, Ned
Davis, Ray E.
Davis, Stan
Davlin, James (Hickey)
Day, Ray O.
DeBoard, Wm. Henry
DeLage, Al
DeLotell, H. H.
DeLuca, Douglas
DeRosia, Bob
DeWitt, Zeke
Dean, Ray
Dean, Wm. Charles
Dearing, Frank L.
Delacruze, Juan
Delaney, J. D.
Delmar, Jack
Dellon, Jack
Delmar, Jene
Delzarros, The Flying
Demorest Players, Bob
Denby, Buck
Denise, Edward
Denneson, Ernie
Denny, Harry J.
Dent, Roger Bob
Denton, Eddie
Derring, E. C.
Derwells, Flying
Devine, J. M.
Deweese, Thomas
Dick Blick Co.
Dickerson, Floyd
Diggs, E. L.
Dillin, Elwood
Dillon, Richard
Dinnon, Andrew
Dinsdale, Benjamine
Dinsmore, W. D.
Dodds, E. G.
Doebber, H. M.
Doggett, Art
Dolan, James F.
Dolly Amusements
Donovan, H. D.
Doria, B. L.
Doss, Harry W.
Douglas, Cy
Doyle, Gus C.
Drake, Paul
Drill, Charles
Drouillon, Frank D.
Dryden, Chas. R.
Dufault, Geo.
Duffy, Roy
Duggan, Jas.
Dulucruze, Juan
Duncan, Midget Jackie
Dunlap, Archie
Dunlap, C. F.
Dunlap, Leonard
Dunn, Eddie
Dunn, Leonard
Dusek, Ray
DuVell, Sunny
Dyer, Bill Pop
Dykes, Wm. Bill
Earle, Alfred B.
Eckard, Lee
Eddy, Doc
Edwards, Billy
Edgerly, Jack
Edwards, J. D.
Eiler, R. C.
Eilers, Sure-Shot
Eli, Geo.
Ellenburg, Johnnie
Eller, E. J.
Ellis, Cotton
Ellis, John K.
Emswiler, S. H.
Emerson, J. B.
Enads, Ray
Engesser, George E.
Englehart, Henry
English, Walter
Epperson, Zack
Epstine, Ellis
Eskew, Jim
Etheridge, Harry
Evans, Alva L.
Evans, Dan
Evans, Elbert
Evans, Frank S.
Evans, Floyd E.
Evans, Jerry
Evans, Virgil
Faber, Harry
Fahey, Frank
Fahl, L. I.
Fanning, Frank
Farney & Barnes
Faul, Matt
Faust, Jake
Faust, Mike
Faustel, Carl
Feather, Chief Red
Fendrick, Boysie
Ferris, L. C.
Finch, John D.
Fincher, L. C.
Fink, Harold L.
Finnegan, Billy Jiggs
Finneran-Fair Restaurant
Fish, Bob
Fisher, Charles S.
Fisher, George
Fisher & Graham
Fisher, Dr. John
Fitch-Provo Players
Fitzgerald, Maurice
Fitzpatrick, Robert
Fitzpatrick, Q. C.
Fletcher, Frank Red
Flynn, M.
Flynn, Mike
Fogleman, Charles
Folden, Harley
Folk, Carl J.
Folker, Elmer M.
Forbes, Harry
Ford, Al
Ford, Geo. C.
Ford, Geo. S.
Ford, Warner
Ford, William E.
Ford, C. L. Dixie
Foreman, Harry
Forman, Harold P.
Forrester, Thomas
Foster, Victor J.
Fowler, Charles S.
Fox, Carl
Fox, Jerry
Fox, Roy E.
Frampton, Fred
Francis, Dr. B.
Franezek, Smokey
Frank, Sam
Frantz, Jerry
Frazier, J. D.
Fraxier, James G.
Fred, Colorado
Fredricks, Freddie
Frederick, J. J.
Freed, H. T.
Freeman, Geo. H.
Freeman, John
French, Leroy A.
Friedhiem, Morris
Friedman, Samuel
Friend, H. L.
Frisbie, Alfred
Fry, Gilmore
Fry, W. G.
Fulbright, Henry
Gaddy, Jack
Gaforth, Wm. B.
Gagnon, Pollock
Gahart, R. S.
Gaines, Al
Gamble, Edward
Gamburg, Danny
Ganetson, Henry
Garner, Joe H.
Garner, R. B.
Garrett, Preston
Gary, Peter
Gauci Brothers
Gavin Shamrock Show
Gay, Mitchell
Gecoma, John
Gederka, Joe
Gee, Aldridg
Gentry, John
George, Demois
George, Eli
George, Frank
Gerard, Jerry
Gibson, H. C.
Gifford, Blake
Gilbert, Harry L.
Giles, Vern
Gilk, George
Gill, Steward
Gillens, George
Gillespie, Ed
Gillette, Jackie
Gilman, Ernie
Gilmore, Doc
Glacey, Joe
Glick, Wm. (Harick Co.)
Glisson, Felix A.
Golden Gate Show
Golden, Max
Goldizen, John
Goldstein, Teddy
Golub, Mike
Goodeagle, Tom
Goodie, Walter
Goodman, Wm. Stewart
Goodwin, Doyle A.
Gordon, Bill
Gordon, Buster
Gordon, Doc Bob
Gordon, Harold M.
Gordon, Keith E.
Gr. Superior Shows
Grablie, E.
Graham, Wm. A.
Graham, Jack E.
Gramprie, Ralph E.
Granger, Bob
Grant, R. N.
Gratz, Charles
Graves, Milton Charles
Gray, Jennings
Gray, Roy
Green, Albert
Green, Al K.
Green, Herbert E.
Greene, Lew
Greenwald's Athletic Show
Gregg, W.
Gresham, Geo. W.
Greve, H. A.
Grey, W. N.
Griffin, Cleveland
Griffin, Willard
Griffith, Melvin
Grimes, Jack
Groff, Sammy
Groffo, Myller
Grotha, Toni
Guess, Thornie
Guinn, J. C.
Gunsell & Gunsell
Gusmundo, Victor
Guthridge, Robert
Gutierrez, Gust[illegible]
Guy, Miller
Guyer, Ray & [illegible] Janie
Haas, Jack [illegible]arvey
Hafley, C.
Hagg, B.
Haithcock, Frank
Haitt, Frank
Hale, Buddie
Hale, J. F.
Hale, Tom & Hazel
Hale, Joe
Halfnce, Jack
Hall, Al K.
Hall, C. A.
Hall, DeWitte
Hall, Joe
Hall, Lew
Hallen, Vic
Halp, Harold
Hamil, Francis
Hamilton, Bud
Hamilton, Jimmie
Hammond, Earl
Hammon, W. L.
Hampton, Charlie
Hampton, Clarence L.
Hanson, Louis T.
Harden, L. H.
Hardy, Jack
Harlos, Tony
Harper, Eddy
Harrell, Robert
Harris, Bing
Harris, Dave
Harris, Dewey
Harris, H. B.
Harris, Honey
Harris, Joe Ego
Harris, Shorty
Harris, Ted
Harris, Walter C.
Harris, W. R.
Harris, W. R. Dick
Hart, Edgar G.
Hart, Ervil
Hart, Ken
Hartley, Capt.
Hartsell, Wade
Hartwig, Johnnie
Harvey, Joe
Harville, L. R.
Haskin, Milton
Hasson, Tom
Hatfield, Ray
Hauer, J. C. Molden
Haverstick, G. E.
Haverstock, Harvey
Hawkins, Ralph H.
Hawthorne, Jack
Haywagon, Rube
Heady, Abram
Heaney, Gerald
Heart, Happy
Hebenstreit, Harry

(See LETTER LIST on page 65)

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The Final Curtain

BALDWIN—Mrs. B. P. Nellie, field representative for *The Southern Agriculturist* for many years, of pneumonia in Lynchburg, Va., recently after several weeks' illness.

BERTELLI—Mrs. Ricardo, professionally known as Ida Conquest, 61, actress, of a heart attack July 11 in New York. Until her retirement from the legitimate stage in 1911 Mrs. Bertelli played leading roles in the greatest dramas of her day and appeared opposite William Gillette, John Drew and Richard Mansfield. Born in Boston, she made a first and minor stage appearance at Miner's Theater, New York, in *The Harvest*. The following year she supported Olga Nethersole in *The Transgressor*. From then on she was seen in many dramas. In 1898 she was Gillette's leading woman in *Too Much Johnson*. Three years later she made a hit in *The Second in Command*, with John Drew, in New York. Richard Mansfield found her his most intelligent leading woman and he acted with her in *Ivan the Terrible, Beau Brummell, Old Heidelberg, A Parisian Romance* and *Beaucaire*. She also played memorable roles in *Man and Superman, Money Makers, Wolf, The Talker, Little Brother of the Rich, The Girl With the Green Eyes*. Ida Conquest's last part was with Nazimova in *Little Eyolf*. Surviving are her husband and a daughter, Gigiotta. Services were held July 14 in New York.

CENTNER—Frank (Red), July 14 at Brooks Hospital, Dunkirk, N. Y., after an operation. He spent two seasons on the Sig Sautelle Circus, later going to the John Robinson Circus, working on cages. His last season on road, 1925, was in the train crew of the Ringling-Barnum Circus.

CLIFFORD—Frank, 55, business manager for the Chicago Operators' Union No. 110, following an operation in Illinois Central Hospital, Chicago, recently.

COREY—Edgar S., 54, owner of Corey Greater Shows, at Memorial Hospital, Johnstown, Pa., July 14 from a complication of diseases. Born in New Jersey, Corey spent 30 years in show business. For years he owned his own show, with headquarters at Johnstown, where he resided. Services at Nanty Glo, Pa., with burial in Lloyd Cemetery, Ebensburg, Pa. Survived by his widow, Mrs. Sylvia Corey.

CURLEY — Jack, 61, amusement and sports promoter, of heart disease July 12 at Great Neck, L. I., N. Y. Curley real name was Jacques Armand Schuel. He was Alsatian by birth. At the age of 13 he came to America and in two years developed into a sports reporter. His early interest in sports never disappeared and he gained greatest fame from his management and promotion of prize fighters and wrestlers. Curley trans[illegible]ed wrestling from a dull contest of [illegible]n into the colorful, exciting sport it is today. During his career he promoted everything from flea circuses to vaudeville acts. Rudolph Valentino, Annette Kellerman and Enrico Caruso toured the country under Curley's sponsorship. Dance marathons were another form of exhibition that Curley made popular. His acts played many amusement parks and vaudeville houses for years. Funeral services were held July 14 at Flushing, Queens, L. I., with burial in Nassau Knolls, Port Washington, L. I. Survived by his widow, Mrs. Bessie Grobeld Curley, and two children, Jack and Jean.

Frederick W. McClellan

Frederick W. McClellan, 68, suddenly July 16 at the home of his daughter, Mrs. Myron Morgenroth, Akron, O., from a heart attack.

Over a period of 40 years he was identified prominently in outdoor show business in general and during many expositions held in the United States since the Cotton States Exposition in New Orleans he played his part as a showman.

At expositions held in Nashville, Omaha and Buffalo he was associated with Thompson & Dundy, who later built Luna Park, Coney Island, N. Y., and the New York Hippodrome. When the late Elmer S. Dundy and Fredric Thompson moved their activities to Coney Island following the Pan-American Exposition at Buffalo McClellan was made manager of *The Trip to the Moon* spectacle which opened at Tilyou's Steeplechase Park. The following year, 1903, Thompson & Dundy opened Luna Park and he was made assistant manager. When the New York Hoppodrome made its debut he served in the same capacity, and following this he was manager of several of Thompson's theatrical enterprises and later became general manager of Luna Park.

Some 15 years ago he left New York for Hollywood and entered the motion picture field, doing publicity and exploitation work.

Several weeks ago he went to Akron with Mrs. McClellan to spend the summer. Survived by his widow and daughter.

DALTON—Emmett, for last 15 years assistant technical director and continuity writer for Western films, in Hollywood July 12. Survived by his widow, Julia Johnson Dalton. Services in Los Angeles; interment in Coffeyville, Kan.

DENNIS—Hazel, sister of Mrs. George Von Stein, of Goodman Wonder Show, July 9 near Atmore, Ala., when an automobile in which she was riding turned over. Two sisters riding with her escaped injury.

DEVINE—Mrs. Bernice, 55, widow of "Spanish" Jose DeVine, of the original DeVine Family, bareback riders, for many years with the John Robinson Ten Big and Sells-Floto circuses, at her home in Atlanta recently. Survived by a daughter, Dolly DeVine Cooper, concessioner, and a stepdaughter, Mrs. Karl Jerome Kremer, wife of the songwriter and publisher. Burial in St. Mary's Cemetery, Atlanta.

GEORGE GERSHWIN

George Gershwin, 38, internationally famous writer of jazz classics, at Cedars of Lebanon Hospital, Los Angeles, July 11, from an operation for removal of a brain tumor, as briefly mentioned under Late Deaths in last week's issue. He had been ill only two weeks. Gershwin had been on the West Coast, working on songs for the picture *Goldwyn's Follies*, and had completed five songs when he collapsed in the studio.

Born in Brooklyn, he began his study of the piano at the age of 12 and secured his first job with the Remick Music Publishing Company when 16. Shortly after he had his first active contact with the theater when he secured the job to play for rehearsals for *Miss 1917*, written by Victor Herbert and Jerome Kern. He performed so well that he was kept on the pay roll and among other duties assigned him was to play for the Sunday night concerts, which were a part of *Miss 1917's* run at the Century Theater, New York. Shortly before the show's closing he was offered a position with Harms Music Company, which he accepted.

When 20 he composed the music for *Half-Past-Eight* and *La, La, Lucille*, in 1919. Other shows for which he wrote music were *Broadway Brevities* ('20), *George White's Scandals* ('20-'24), *A Dangerous Maid* ('21), *Our Nell* ('22), *The Rainbow* ('23), *Sweet Little Devil* ('23), *Lady Be Good* ('24), *Primrose* ('24), *Tell Me More, Tip Toes* and *Song of the Flame* (with Herbert Stothard) ('25), *Oh, Kay* ('26), *Strike Up the Band, Shake Your Feet* and *Funny Face* ('27), *Rosalie* (with Sigmund Romberg) and *Treasure Girl* ('28), *Show Girl* ('29), *Girl Crazy* ('30), *Of Thee I Sing* ('31), *Pardon My English* ('32) and *Let 'Em Eat Cake* ('33).

The composition, however, which brought Gershwin more fame than any other song written by him was *Rhapsody in Blue*, which was played by Paul Whiteman at his concert in Aeolian Hall, New York. Other songs which brought him additional fame were his *An American in Paris* and *Concerto in F*. Gershwin was interested in two music publishing businesses, the Gershwin Publishing Corporation, recently formed, and the former New World Music Company, a subsidiary of Harms, Inc.

Funeral services were held in the Temple Emanu-El, New York, with burial in Mount Home Cemetery there. Survived by his widowed mother, Mrs. Rose Bruskin; two brothers, Ira, lyric writer, and Arthur, and a sister, wife of Leopold Godowsky, of Rochester, N. Y.

ENGLAND—Emily Eliza, 65, theatrical secretary, July 9 at New Rochelle Hospital, New Rochelle, N. Y. Beginning in 1914, Miss England was personal secretary to Florenz Ziegfeld and his wife, Billie Burke, for almost 15 years. In the course of her duties she came in contact with many members of the legitimate stage and was a friend of such luminaries as Victor Herbert and Will Rogers. Other theatrical managers she served as secretary were George C. Tyler and Sam Kingston. Her mother, Mrs. Mary E. England, and a sister, Eva England, both of Pelham, N. Y., survive.

ESDALE—Charles, 64, actor, July 10 in St. Luke's Hospital, New York. During his long career Esdale played with many prominent stars. He appeared with Jane Cowl in *Lilac Time*, with Leslie Banks in *Lean Harvest*, with Madge Kennedy in *Cornered* and with Jeanne Eagels in *Her Cardboard Lover*. He also had roles in *The Whispering Gallery, Polly, Her Friend the King, The Bellamy Trial, Peace on Earth* and *Living Dangerously*. During the last year Esdale was associated with the radio division of the Federal Theater and appeared in the radio plays *Portraits in Oil* and *Tragedy of Man*. Burial in Kensico Cemetery, New York.

HAFEY—Morris P., 64, former circus employee, at his home in Columbus, O., July 7. A native of that city, he for many years was a driver of a 10-horse hitch for Sells Bros., Barnum & Bailey and Ringling Bros. circuses. His mother, Mrs. Ann Hafey, survives. Funeral services at Sacred Heart Church, Columbus, and burial in Calvary Cemetery there.

HART—Herbert L., 83, founder of Hart & Howell Pop Corn Company, at his home in Brooklyn, Mich. Survived by a daughter and son.

JESSMON—Joseph, 32, former stage comedian and actor, drowned July 6 at Island Lake, Mich., near Detroit, where he lived. He was born in Bayonne, N. J., and was on the stage for eight years. He was with Beatrice Lillie for two years. Four years ago he retired from the stage. Funeral services were held in SS. Peter and Paul's Cathedral, Detroit. Survived by his mother, five brothers and five sisters.

KEEN—Edward, member of the Death Dodger Troupe, killed July 3 when thrown from his motorcycle near Wisconsin Rapids, Wis., in a crash with an automobile. He was a native of Knowlton, Wis., and a cousin of Joe Morris, manager of the Death Dodgers.

KELLUM—Dave, 51, ride owner and operator and concesssioner with the Tip Top Show Company, killed July 11 on Highway 78, near Aiken, S. C., when a passing car struck him while he was repairing a tire. Kellum had been in the outdoor show business for the last 31 years. Survived by his widow, two sisters and one brother, all of Athens, Ga. Body was shipped to Athens for burial.

LITTLETON—John, 55, musician and for many years employed at Fillmore's Music Company, Cincinnati, at Bethesda Hospital, Cincinnati, of high blood pressure and uraemic poisoning July 10. Survived by his widow, Stella; a daughter, Mrs. Rose Hamilton, and a sister, Mrs. Rose English. Funeral services at Bethel, O., July 12.

McCLURE—Frank H., 74, former advertising manager of the Alvin Theater, Pittsburgh, July 5 at his home in East Palestine, O., of pneumonia. McClure went to East Palestine in 1914 after being identified with Pittsburgh theaters for many years. He was a charter member of the International Alliance of Theatrical Stage Employees, Pittsburgh. His widow survives. Funeral services at Van Dyke Funeral Home, East Palestine, and burial at North Lima Cemetery, North Lima, O.

MAXWELL—H. J., 39, former assistant to Don Gilman, vice-president of NBC, July 7 following a heart attack. NBC hired him shortly after organization of its Western division and for a time he served as office manager and auditor. Widow, daughter and stepdaughter survive. Services in Fresno, Calif., July 8.

MILLER — Charles (Billy Hippo), 45, emsee and entertainer in vaudeville and night spots, July 12 at Touro Infirmary, New Orleans. Miller was emsee at the Nut Club, New Orleans, until shortly before his death. Rites July 13, with interment in St. Patrick's Cemetery, New Orleans. Survived by his widow, Babe Molander, entertainer; two children and his father.

MOOSE—Bill, 99, last of the Wyandotte Indian Tribe of Ohio and former circus trouper, July 11 at Franklin County Home, near Columbus, O. He trouped with Sells Bros.' Circus for nine seasons. Burial at Wyandotte Hill, near Columbus.

MULLER—Jacob P., 63, theatrical advertising executive, from a stroke July 11 in New York. At 12 Muller began work for a daily paper handling theatrical advertising. Together with the late Emanuel Katz he formed an agency for theatrical advertising, which quickly grew into one of importance. He was a former president of the National Exchange Club and of the Exchange Club of New York. Survived by a daughter, Mrs. Walter Hinton, of Washington; a brother and two sisters.

NELSON—Oneida, who with her husband, Oscar Anderson, did a perch act on the Hagenbeck-Wallace Circus until a few weeks ago, at Mt. Clements, Mich., July 15. She was daughter of Mr. and Mrs. Arthur Nelson, who had a family act (acrobatic) for many years with various circuses.

O'BRIEN—John C. (Jack), at Savannah, Ga., July 8, as briefly mentioned in last week's issue. He died as a result of injuries received nine weeks ago in fall in the bathroom at his residence. He operated a confectionery store. He had been with circuses and also operated O'Brien's Georgia Minstrels. At one time O'Brien had the Side Show on Campbell Bros.' Circus and also was adjuster. He also was with the Great Wallace Circus. Survived by widow, Mrs. Jessie F. O'Brien, and a sister. He was a member of Austin Lodge No. 85 of Illinois, F. & A. M., and the Scottish Rite. Interment in Bonaventure Cemetery, Savannah.

PETERS—John C., 74, widely known years ago as a bandmaster, July 11 at his home in Philadelphia after a long illness. Peters at one time represented numerous bands, retiring after both legs were amputated during his years of continued illness.

In Loving Memory of
RAY READ
Who passed on July 26, 1936.
A Friend to all,
A Foe to none,
We feel you are near,
And not really gone.
Mrs. Dorothy Read,
Jean and Skippy LaMore.

SHEDRON—Mrs. Bradley, wife of Bradley Shedron, Pacific Coast concessioner, at Norwalk, Calif., July 15. Burial in Jackson, Minn., her home.

SLOAN—Harry, 65, well known for many years in the Middle West as a medicine show owner, from a heart attack at his home in Youngstown, O., July 3. Body was taken to California for burial.

SMITH—Robert T., 44, manager of Grauman's Chinese Theater, Hollywood, in San Clemente, Calif., following a heart attack July 11. Born in Marshalltown, Ia., he went to Hollywood five yeras ago to take over management of Loew's State Theater. In 1934 he was transferred to Grauman's Theater. Survived by his widow and three daughters. Services at Wee Kirk o' the Heather, Forest Lawn Cemetery, Hollywood, July 14.

STARKEY—William A., 50, brother of Albert W. Starkey, with Tom Mix Circus, suddenly July 7 at Indianapolis. Survived by widow, mother and children.

TAMMESEN—Lewis, 52, Hawaiian, recently with the Keystone Shows, July 15 at Armstrong County Hospital, Kittanning, Pa.

TRIFTS—William R., recently in St. John, N. B., following an operation. For 28 years he was chief electrician for the F. G. Spencer theater chain in the maritime provinces and for 21 years had been in charge of electrical work for the St. John Exhibition Association. Surviving are the widow, a son and daugh-

(See FINAL CURTAIN on page 74)

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

Abbott Dancers (Palmer House) Chi, h.
Abbott Girls (Ambassadeurs) Paris, nc.
Ackerman, Bernice (Pavillon Royal) Valley Stream, L. I., nc.
Ackermann's, Al, Six Tip Tops: Hamilton, N. D., 22-24; Seymour, Wis., Aug. 6-8.
Adams, Happy Jack (Silver Dollar) Harrisburg, Pa., h.
Adler, William (Ambassador) NYC, h.
Adreon, Emilee (Villa Venice) Chi, c.
Adrian, Iris (Kit Kat) Phila, nc.
Ahearn, Will & Gladys (Michigan) Detroit, t.
Alexander, Durelle (Ten Eyck) Albany, h.
Allee, Edna, & Co. (Frontier Fiesta) Ft. Worth, Tex., Aug. 1.
Allman, Dave (Sawdust Trail) NYC, nc.
Almonte, Marie (Le Mirage) NYC, nc.
Althoff, Charles (Wivel) NYC, re.
Anderson, Randell (Roosevelt) New Orleans, h.
Andre, Pierre (Drake) Chi, h.
Andrews, Jo (Blackhawk) Chi, nc.
Andrew Sisters (Paradise) NYC, re.
Antonio & Renee De Marco (Grosvenor House) London, h.
Ardelle, Billy (Club Paree) Hartford, Conn., nc.
Arden, Dolly (Villa Venice) Chi, ro.
Arden, Donn (Bon-Air) Chi, cc.
Arena, Joe, & Co. (Met.) Boston, t.
Aristocrats, Four (Palmer House) Chi, h.
Arleys, The (Paragon Park) Nantasket Beach, Mass.
Armando & Maria (Brown Derby) Boston, c.
Ashburn, Harris & Yvonne (Shoreham) Washington, D. C., h.
Aurelia, Princess (Leon & Eddie's) NYC, nc.
Avery, Randolph, & Co. (State-Lake) Chi, t.

B

Babcock, Jimmy (Hofbrau) Hoboken, N. J., re.
Bachelors, Four (College Inn) Chi, nc.
Baer, Betty (Bertolotti's) NYC, re.
Baird, Raymond (Chicago) Chi, t.
Baldwin & Bristol (Riverview Beach) Pennsville, N. J., p.
Banks, Sadie (Old Roumanian) NYC, re.
Baptie & Lamb (New Yorker) NYC, h.
Barclay, Les (Queens Terrace) NYC, nc.
Barlow & Benter (Club Esquire) Seattle, Wash., nc.
Barna, Viktor (Radio City Rainbow Room) NYC, nc.
Baron & Blair (Astor) NYC, h.
Barra, Cappy (St. George) Brooklyn, h.
Barrison, Lou (Ambassadeurs) Paris, nc.
Barto & Mann (Beverly Hills) Newport, Ky., cc.
Bates, Gladys (Murray's) NYC, re.
Baum, Virginia (Pinebrook) Nichols, Conn., nc.
Bee, Carney (Wivel) NYC, re.
Beekman, Jackie (590) Atlantic City, N. J., nc.
Bell & Grey (Wagon Wheel) Akron, nc.
Bell's Hawaiian Follies (Everett) Everett, Wash., 23-24; (Temple) Tacoma, Wash., 25, t.
Belmont Bros. (Streets of World, Great Lakes Expo.) Cleveland.
Bennett, Betty (Chicago) Chi, t.
Bennett, Ethel (Old Roumanian) NYC, re.
Beno, Ben: Olney, Ill., 19-27.
Benson, Ina (Hollywood) NYC, re.
Bentley, Gladys (Piccadilly) Phila, nc.
Benton, Larry (Mitchell's Playhouse) Chi, nc.
Berg, Alphonse, & Co. (Capitol) Washington, D. C., t.
Bernard & Henrie (Club Alabam') Chi, nc.
Bernier, Nelda (Edgewater) Lafayette, La., nc.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Bexyl & Martinez (The Spanish Villa) Hotel Southern, Baltimore.
Bigelow & Lee (Park Circle Tavern) NYC, c.
Bing, Herman (Stanley) Pittsburgh, t.
Bishop, Fred (Gay '90s) NYC, nc.
Blair, Ellen (Palmer House) Chi, h.
Blanche & Elliott (Shoreham) Washington, D. C., h.
Blenders, Four (Embassy Club) San Francisco, nc.
Blue, Johnny (Essex House) NYC, h.
Boice & Ladd (State-Lake) Chi, t.
Booth, John (Hollywood) Tonawanda, N. Y., re.
Bordine & Carole (University) Albany, N. Y., nc.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Borry, Allen (Roosevelt) New Orleans, h.
Boston Sisters (Anna Held's) Peekskill, N. Y., re.
Bouche, Nevia (Edgewater) Lafayette, La., nc.
Bouverts Sisters (El Dorado) NYC, nc.
Bowes, Joan (Hickory Lodge) Larchmont, N. Y., ro.
Bowes, Major, International Revue (State) Norfolk, Va., t.
Bows, La Verne (Ballyhoo Club) Columbus, O., nc.
Boyd, Louise (Oriental) Chi, t.
Bradford, Barbara (Paradise) NYC, re.
Bradshaw, Tiny (Piccadilly) Phila, nc.
Bredwins (Michigan) Detroit, t.
Brito, Phil (Mount Royal) Montreal, h.
Briscombe, Grace (Jimmy Kelly's) NYC, nc.
Brown, Danny (Club Lido) Youngstown, O., nc.
Brown, Ada (Grand Terrace) Chi, nc.
Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.
Brown, Isabelle (Jimmy Kelly's) NYC, nc.
Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
Buckley, Dick (Planet Mars) Chi, nc.
Buddy & Selma (Mayflower Casino) Chi, nc.
Burgess & Lamont (Tower) Kansas City, Mo., t.
Burns, Boots (606 Club) Chi, nc.
Burns & White (Hi Hat) Chi, nc.
Burton, Effie (Club Alabam') Chi, nc.
Busy Bees, The (Brau Hous) Baldwin, L. I., N. Y.
Byrd, Muriel (Shelton) NYC, h.
Byrd, Russell (Westminster) Boston, h.

C

Cadieux, Paul (Colosimo's) Chi, nc.
Caldos & Baline (Roosevelt) New Orleans, h.
Calgary Bros. (Frontier Fiesta) Ft. Worth, nc.
Callman, R. J. (Essex House) NYC, h.
Cameron, Yukona (St. Regis) NYC, h.
Campo, George (Ambassadeurs) Paris, nc.
Caperton & Columbus (Ross Fenton Farms) Asbury Park, N. J., cc.
Carewe, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., nc.
Carman, Lillian (Chez Paree) Chi, nc.
Carpenter, Imogene (New Yorker) NYC, h.
Carr, Billy (606 Club) Chi, nc.
Carroll & Gorman (Bon-Air) Chi, cc.
Carroll, Marie (Gaynor's Club) Milwaukee, nc.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Casey, Emmett (Gay '90s) NYC, nc.
Cassinelli, Dolores (Mori's) NYC, re.
Castle, Betty (Century Club) Hollywood, nc.
Challis, Beth (Silver Lake Inn) Phila, ro.
Chapelle, Alyce (Pal.) Cleveland, t.
Chase, Chaz (Sands Point Casino) Long Island, cb.
Clare & Sanna Sisters (Earle) Washington,
Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h.
Clark, Gordon (Jimmy Kelly's) NYC, nc.
Claude & Corinne (Westminster) Boston, h.
Cliff & Carmody (Luna Park) Coney Island, N. Y., p.
Clifford & Marion (Earle) Washington, D. C., t.
Clemens, Margie (Edison) NYC, h.
Cobey, Lew (White) NYC, h.
Collette & Barry (Arcadia) Phila, re.
Collette & Galle (Riverside Club) Casper, Wyo.
Comique Continentals (Capitol) Lancaster, Pa.
Connor, Nadine (Sands Point Casino) Long Island, cb.
Continental Three (Brass Rail) NYC, re.
Conrad & Haydock (Flamingo) Orlando, Fla., nc.
Cook, Gloria (Leon & Eddie's) NYC, nc.
Corella, Claudia (El Gaucho) NYC, nc.
Corliss & Palmer (885 Club) Chi, nc.
Cortez & Marquis (Chez Ami) Buffalo, nc.
Cossacks, Three (Paradise) NYC, re.
Costello, Senorita Diosa (Leon & Eddie's) NYC, re.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Cotton, Larry (Biltmore) NYC, h.
Crane, Ford (Nixon Cafe) Pittsburgh, nc.
Crawford & Craskey (Piccadilly) London, h.
Cummings, Don (Pal.) Chi, t.
Cunningham, Fairy (Club Riviera) Kansas City, Mo., nc.
Curtis, Rube (Greater Texas & Pan Amer. Expo.) Dallas.

D

D'Avalos, Rodolfo & Albertina (El Chico) NYC, nc.
Dale, Virginia (Silver Bowl) Sacramento, nc.
Danders, Bob Colosimo's) Chi, nc.
Daniels, Dorothy (Hollywood) NYC, re.
Darcy, Jean (McAlpin) NYC, h.
Dario & Diane (Savoy) London, h.
Darrel, Dorothy (Park Central) NYC, h.
Davies, Mary (Chula Vista) Wisconsin Dells, Wis., h.
Davis, Benny, Stardust Revue (State) NYC, t.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Lois (Eldorado) Detroit, nc.
Davis, Oscar (Park Central) NYC, h.
Davis, Rufe (Waldorf-Astoria) NYC, h.
Day, Tiny (Fritzel's Fiesta) Crystal Lake, Ill., ro.
Daye, Ruth (Astor) NYC, h.
De Lage, Al (Madrid) Buffalo, c.
De Laplante, Peggy (Jimmy Kelly's) NYC, nc.
DeRonda & Barry (Cavalier) Virginia Beach, Va., h.
De Ring, Trudy (Avalon) Cleveland, O., nc.
Dean, Birdie (Gaity Cabaret) Brussels, c.
Dean, Shannon (Paradise) NYC, re.
Delmontes, Nena (El Toreador) NYC, nc.
Denise, Mlle. (Leon & Eddie's) NYC, nc.
Deutsch, Emery (Paramount) NYC, t.
Diane & Duval (Lido) Montreal, nc.
Diaz, Hazel (Small's) NYC, nc.
Diaz, Jose (El Gaucho) NYC, nc.
Dick & Dot (Jimmy Kelly's) NYC, nc.
Dictators, The (885 Club) Chi, nc.
Dillon & Parlow (Cocoanut Grove) Phila, c.
Dillon, Jean (Paradise) NYC, re.
Dimitri & Virgil (El Gaucho) NYC, nc.
DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc.
Donahue, Red, & Pal (Riverside) Milwaukee, t.
Donatello Bros. & Carmen (Riverside) Milwaukee, t.
Doris, Miss (Versailles) NYC, re.
Douglas, Milton (Versailles) NYC, nc.
Dover, Jane (Edison) NYC, h.
Downing, Dee (Cocoanut Grove) Waukegan, Ill., ro.
Draper, Paul (Plaza) NYC, h.
Drayton Sisters & Jack (Ray Ott Club) Niagara Falls, N. Y., nc.
Drew, Charlie (Lombardy Bar) NYC, re.
Duanos (Mounds) St. Louis, cc.
Duffy & Wait (New Yorker) NYC, h.
Dukes, Three (Chez Ray Ventura) Paris, nc.
Dumm & Wise (Palm Beach Cafe) Detroit.
Duncan, Judy (Yacht Club) Chi, nc.
Dunn, Vera (Famous Door) Boston, nc.
Dunn & Clayton (Barrel of Fun) NYC, nc.
Duskin, Joyce (Paradise) NYC, re.
Duthers, Lou & Jean & Joan (State-Lake) Chi, t.
Duval, Ade (Earle) Washington, D. C., t.
Duval, Dorothy (Brevoort) Chi, h.

E

Eaddy, Buck (Brau Hous) Baldwin, L. I., N. Y., re.
Early, Jack (Lantern) Utica, N. Y., nc.
Edwards Sisters (Kit Kat) NYC, nc.
Edwards, Patricia (S. S. Bear Mountain) NYC, s.
Eicholz, Sid (Brass Rail) NYC, re.
Ellet, Girls, The (Navy Pier) Chi July 3-Aug. 1.
Ellington, Duke, & Orch. (Earle) Phila, t.
Enrico, Don (Colosimo's) Chi, re.
Erricco, Edna (Famous Door) Boston, nc.
Esquires, Three (Pennsylvania) NYC, h.
Esther, Paul (Esquire) Toronto, nc.
Este, Dell (Minuet) Chi, nc.

F

Farmer, Chic (Stork) NYC, nc.
Farrar, Jane (1523) Phila, nc.
Faye, Frances (1214) Phila, nc.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Faye, Joyce (Bertolotti's) NYC, re.
Felicia & Delrey (Lotus) Washington, D. C., re.
Fenton, Mildred (Roosevelt) New Orleans, h.
Ferguson, Bobby (Dude Ranch) Berwyn, Md., ro.
Fern, Vera (Mt. Royal) Montreal, h.
Ferris, Lou (Mori's) NYC, re.
Fink & Maxine (Chateau) Detroit, nc.
Finchley, Suzanne (Hickory Lodge) Larchmont, N. Y., ro.
Firestone, Bettie & Emmett (Esquire Club) Toronto, Ont., Can.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Flournoy, Yula (Bertolotti) NYC, re.
Fonda & St. Clair (Heidelberg) Baton Rouge, La., h.
Fontaine, Evan Burrows (Adelphia) Phila, h.
Fontaine Sisters (Edgewater) Lafayette, La., nc.
Foote, Herbert (Edgewater Beach Hotel) Chi, h.
Forbes, Maria (Monseigneur) NYC, re.
Ford & Barnes (606 Club) Chi, nc.
Ford, Gene (Torch Club) Baltimore.
Ford, Nora (606 Club) Chi, nc.
Foster, Faith (Mayfair) Detroit, nc.
Foster, Gae, Girls (Capitol) Washington, D. C., t.
Fox, Earl (Pal.) Cleveland, t.
Frakson (Mayfair) London, nc.
Franklin, Cas (St. George) Brooklyn, h.
Frazer, Jack (Playland Park) Rye, N. Y.
Fredericks, Chester (Hollywood) NYC, re.
Frohman, Bert (Capitol) Washington, D. C., t.
Evers, Frank, & Dolores (Roxy) NYC, t.

G

Gaby, Frank (Roxy) NYC, t.
Gae, Nadine (Riviera) Ft. Lee, N. J., nc.
Gamble Bros. & Gene (Rathskeller) Elmira, re.
Gangi, Connie (Chez Ami) Buffalo, nc.
Gardner, Beatrice, Adorables (Steamship Zee) Chi, nc.
Gardner, Beatrice, Debutantes (Herig's Village) Columbus, O., nc.
Gardner, Beatrice, Aristocrats (Ponce De Leon) Dayton, O., nc.
Gardner, Beatrice, Co-Eds (Torch Club) Canton, O., nc.
Gardner, Muriel, & Marvin Kane (Carlton) London, h.
Gardner, Grant, & Co. (Pan-American Expo.) Dallas.
Garner, Nancy (Murray Hill) NYC, h.
Garun, Murray (Essex House) NYC, h.
Garron & Bennett (Bon-Air) Chi, cc.
Gaston & Andre (Mayfair) Detroit, nc.
Gates & Claire (Heiligs Supper Club) Atlantic City.
Gaudsmith Bros. (Trocadero) London, nc.
Gautier's Steeplechase (Edgewater Beach) Chi, h.
Gautier's Steeplechase (Roxy) NYC, t.
Gay, Sally (Queen Mary) NYC, re.
Gaylene Sisters (Villa Venice) Chi, ro.
Gaylor, Ruth (Hollywood) NYC, re.
Georges & Jalna (Pan-American Casino) Dallas.
Gerrits, Paul (Grosvenor House) London, h.
Gibson, Virginia (Bagdad) Miami, nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gilbert & Dolores (St. Moritz) NYC, h.
Gilmore, Patricia (Surfside) Atlantic Beach, L. I., nc.
Gine, DeQuincey & Lewis (Surfside) Atlantic Beach, L. I., nc.
Glory, June (Blackhawk) Chi, nc.
Glover & Lamae (Rainbow Grill, Radio City) NYC, nc.
Gobs, Three (Plantation) NYC, nc.
Golden, Les (Brown Derby) Boston, nc.
Goodell, Danzi (Adelphia) Phila, h.
Goodman, Charles (Biltmore) NYC, h.
Gordon, Paul (Mt. Royal) Montreal, h.
Goslar, Lotte (Rainbow Room, Radio City) NYC, nc.
Gower & Jean (Mt. Royal) Montreal, h.
Grace & Nico (Pal.) Chi, t.
Grasl, Rudi (Berkely) London, h.
Green, Al (Pioneer) NYC, nc.
Griffin, George (Sands Point Casino) Long Island, cb.
Grisha & Brona (Villa Venice) Chi, ro.
Guarecitas, Las (El Chico) NYC, nc.
Guido & Eva (Walton) Philadelphia, h.
Guy, Barrington (Plantation) NYC, nc.
Guy, Vernon (Parrish) Phila, nc.
Gwynne, Jack, & Co. (Great Lakes Expo.) Cleveland, p.
Gyldenkrone, Ebbe (Wivel) NYC, re.

H

Haakon, Paul, & Co. (Pal.) Cleveland, t.
Hagen, Beatrice (Tower) Kansas City, Mo., t.
Haines (Leon & Eddie's) NYC, nc.
Halcourt, Ralph (Conneaut) Conenaut Lake Park, Pa., h.
Hale, Teddy (Astor) NYC, h.
Hall, Clifford (El Dorado) NYC, nc.
Halladay, Ruby (Chez Brummel) Cannes, France.
Halsey, Alma (Jimmy Kelly's) NYC, nc.
Hamilton, Betty (Edgewater) Lafayette, La., nc.
Handie & Mills (Gloria) Columbus, nc.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harris, Mary (Luna Park) Coney Island, N. Y., p.
Harris, Jeri (Hollywood) Buffalo, nc.
Harrison, Spike (Gay '90s) NYC, nc.
Harrison, Happy, & Circus (Lyric) Indianapolis, t.
Harston, Marion (Small's) NYC, nc.
Hart, June (16 Club) Chi, nc.
Hastings, Sue (Rainbow Room, Radio City) NYC, nc.
Heath, Ann (Pierre) NYC, h.
Henry, Patrick (Pinebrook) Nichols, Conn., nc.
Henry, Noel (Granada) NYC, h.
Herrera, Sarita (Yumuri) NYC, nc.
Hi-Hatters (Astor) NYC, h.
Hilliard, Harriet (Pal.) Chi, t.
Hixon, Hal (1214) Phila, nc.
Hoctor, Harriet (Frontier Fiesta) Ft. Worth, nc.
Hoffman, Max (Chez Maurice) Montreal, nc.
Holden, Bruce (Palmer House) Chi, h.
Holland & Hart (Palmer House) Chi, h.
Holmes, George (Black Cat) NYC, nc.
Holt, Maymo (Lexington) NYC, h.
Holtz, Lou (Chez Paree) Chi, nc.
Honnert, Johnny (885 Club) Chi, nc.
Hooton, Don (Syracuse) Syracuse, N. Y., h.
Hope, Faith, & Zingo (Ambassador) Dallas, h.
Horam & Wander (Ambassadeurs) Paris, nc.
Howards, Dancing (Chez Ami) Buffalo, nc.
Howe, Maxine (Chez Maurice) Dallas, nc.
Hudson & Harden (Esquire) Toronto, nc.
Huff, Tiny (Barrel of Fun) NYC, nc.
Hughes, Lyspeth (Biltmore) NYC, h.
Huston, Josephine (Surfside) Atlantic Beach, L. I., nc.

I

Ice Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, Three (Roosevelt) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi, nc.
Irwin, Rene (Sherwood) Burlington, Vt., h.

J

Jackson, Mills & Reeve (Yacht Club) Chi, nc.
Jackson & Blackwell (Colosimo's) Chi, nc.
Jakobi, Anita (Loew's State) NYC, t.
James, Hal (Club Elite) Dayton, O., nc.
Janis, Edna (Surfside) Atlantic Beach, L. I., nc.
Jans, Leonard (Dante's Inferno) St. Louis, nc.
Jarrett, Art (Pan-American Casino) Dallas.
Javenello, Marie (Barritz) Phila, nc.
Jeanette & Kalan (Lord Baltimore) Baltimore, h.
Jennier, Walter & Buddy (Chase) St. Louis, h.
Jerome, Frank (S. S. Mandalay) NYC, s.
Joffee, Ruth (Famous Door) Chi, nc.
Johl Jr., Wally (Coronado) St. Louis, h.
Johnny & George (Yacht) NYC, nc.
Johnson, Elinor (606 Club) Chi, nc.
Johnson, Jay (St. George) Brooklyn, h.
Johnson, Lucille (Paradise) NYC, re.
Johnson, Mae (Plantation) NYC, nc.
Jonay, Roberta (Waldorf-Astoria) NYC, h.
Jones, Ray (Queen Mary) NYC, re.
Jordan, Sylvia (Hollywood) Buffalo, nc.
Jose & Patricia (El Chico) NYC, nc.
Juan & Marita (Via Lago) Chi, nc.

K

Kane, Allen. & Boys (Monte Carlo Ba Hotel) Chi, h.
Karson, Maria, Musicales (Chitteden) Columbus, O., h.
Kavanaugh, Stan (Pan-American Casino) Dallas.
Kaye, Jane (Blackhawk) Chi, nc.
Kaye, Johnny (French Casino) Fallsburg N. Y., nc.
Keller, Loretta (Cocoanut Grove) Boston, nc
Kenney, Billy (Cortez) El Paso, Tex., h.
Kenny, Phyllis (Park Central) NYC, h.
Kewpie Dolls, Five, & Harry Taylor (Highwa Casino) Westport, Mass., ro.
Khadaric, Nicolas (Russian Art) NYC, re.
King, Mary Lou (Village Barn) NYC, nc.
King, Nellie M. H.: Brockway, Pa.
King Sisters, Four (Biltmore) NYC, h.
Kinney, Ray (Lexington) NYC, h.
Kirk, Jean (Nixon) Pittsburgh, re.
Klein, Kit (Drake) Chi, h.
Kramer, Ida (Swanee) NYC, nc.

L

La Marr, Bobby (New Earl) Baltimore, nc.
La Monte, Jean (Frontenac) Detroit, nc.
LaRue, Bobbie (Ballyhoo) Columbus, O., nc
LaRue, Eddie (Club Blase) Cleveland, nc.
LaZellas, Aerial: Red Deer, Alta., Can.; Lloy Minister, Sask., Can., 26-31.
Laird, Ruth, & Her Texas Rickets (Adelphia Phila, h.
Lake, Helen (Nixon Cafe) Pittsburgh.
Lamarr, Henry (Gay '90s) NYC, re.
Lane, Gloria (Hollywood) NYC, re.
Lane, Muriel (Arrowhead Inn) NYC, ro.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lang & Lang (Andy's) Syracuse, c.
Lawton, Reed (Mon Paris) NYC, re.
Lawton, Judith (McVan's Club) Buffalo, nc
LeVess & Margo (Jermyn) Scranton, Pa., h.
Leamy, Jimmy & Dad (Great Lakes Expo Cleveland.
Lede, Lita (Astor) NYC, h.
Lee, Bonny (Trocadero) Dallas, Tex., nc.

Lee, Linda (Met.) Boston, t.
Lee, Val, Leona (Jimmy Kelly's) NYC, nc.
Legg, Harris (New Yorker) NYC, h.
Leonard, Eddie (Gay Nineties) NYC, nc.
Leone, Avis (Colosimo's) Chi, nc.
Leslies (Paradise) NYC, re.
Leslie Sisters (Blinstrubs) Boston, nc.
Lester, Jerry (Via Lago) Chi, nc.
Lester, Ted (Oriental) Chi, t.
Lewis, Greta (Bertolotti) NYC, re.
Lewis, Tex, & Hillbillies (Village Barn) NYC, nc.
Lewisse, Jeanne (Mayfair) Cleveland, nc.
Libuse, Frank (Cafe de Paris) London, nc.
Lombard Sisters (Biltmore) Providence, h.
Lonas, John (Trotta's Cafe) Baltimore, nc.
Long, Nick (Riviera) Fort Lee, N. J., nc.
Long, Avon (Plantation) NYC, nc.
Loper & Hayes (Mayfair) London, h.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lowe, Hite & Stanley (Lyric) Indianapolis, t.
Lowry, Phil (Italian Gardens) Pittsburgh, nc.
Lovett, George, & Co. (Riverside) Milwaukee, t.
Lucas, Clyde, & Band (Met.) Boston, t.
Lunard & Perkova (Silver Bowl) Sacramento, nc.
Lynn, Mari (Palmer House) Chi, h.

M

McBride, Jack (Romance Inn) Angola, N. C., nc.
McCabe, Sara Ann (St. Moritz) NYC, h.
McCoy, Bob (Biltmore) NYC, h.
McConnel & Moore (Bowery) Pan-American Expo., Dallas.
McCulley, Jean (Village Barn) NYC, nc.
McKenny, Julia (Piccadilly) Phila, nc.
McLellan, Rodney (Mt. Royal) Montreal, h.
McMahon, Larry (Village Barn) NYC, nc.
McNally Sisters, Four (Mayflower Casino) Chi, nc.
Mack, Lyle (Club Lido) Youngstown, O., nc.
Mack, Bill & Della (Pavillon Royal) Valley Stream, L. I., nc.
Mack, Ernie (Park Central) NYC, h.
Mack, Ted, & Band (Oriental) Chi, t.
Madison, Rudy (Gay '90s) NYC, nc.
Mae, Edna (Paradise) NYC, re.
Malina, Luba (Adelphia) Phila, h.
Mann, Marion (Astor) NYC, h.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manning, Lee & Mitzi (Hollywood) NYC, re.
Manning, Otis (Summit Club) Baltimore, nc.
Manno & Strafford (Claridge) Memphis, h.
Manolita (Russian Art) NYC, re.
Manters, Ray (Thompson's) Waverly, N. Y., nc.
Maree & Pals (Luna Park) Coney Island, N. Y., 23.
Marcelli, Dolores (L'Aiglon) Chi, c.
Marino, Joe (Famous Door) Chi, nc.
Marsh, Carolyn (Versailles) NYC, nc.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Marshall, Everett (Frontier Fiesta) Ft. Worth, nc.
Martinez & Antonita (St. George) Brooklyn, h.
Mason, Jack (American) Long Beach, L. I., N. Y., h.
Massey, Louise, & Westerners (Stanley) Pittsburgh, t.
Maurice, The Great (Mayfair) Boston, nc.
Maurine & Norva (Bal Tabarin) San Francisco, nc.
Maus, Jack Barrett (S. S. Mandalay) NYC, s.
Mayback, Jan (S. S. Bear Mountain) NYC, s.
Mayo, Florence (Congress) Chi, h.
Max & His Gang (Roxy) NYC, t.
Merrill, Joan (Mayfair) Boston, nc.
Miller, Helene (Benny the Bum's) Phila, nc.
Miller, Marty (Turf Club) Pittsburgh, nc.
Miller, Dorothy (LaSalle) Chi, h.
Miller, Ted & Art (Tower) Kansas City, Mo., t.
Minnevitch, Borah (Pan-American Casino) Dallas.
Modie & Lemaux (Manila) Manila, P. I., h.
Mona, Jean (To-Jo Farms) Detroit, nc.
Montes, Mona (El Chico) NYC, nc.
Montgomery, Howard (Luna Park) Coney Island, N. Y., p.
Montgomery, Marshall (Showbar) Forest Hills, L. I., c.
Montmartre Boys (Jimmy Kelly's) NYC, nc.
Moore & Dene (Plantation) NYC, nc.
Moore & Revel (Frontier Fiesta) Ft. Worth, Tex., nc.
Moorehead, Jim (Hickory House) NYC, re.
Morales, Antonita (El Chico) NYC, nc.
Morales Bros. & Little Daisy (Lager) Detroit, nc.
Morgan, Rita (Club Minuet) Chi, nc.
Morgan, Helen (Chez Paree) Chi, nc.
Morgan, Stuart, Dancers (Frontier Fiesta) Ft. Worth, Tex., nc.
Morgan, Stuart (Astor) NYC, h.
Morris & Mayes (Grand Terrace) Chi, nc.
Morris, Will & Bobby (Olympic) Newark, N. J., p.
Morrison, Jack (S. S. Mandalay) NYC, s.
Morton, Alvira (Club Minuet) Chi, nc.
Morton, Eddy (Lauth) Port Huron, Mich., h.
Moya, Lita (El Gaucho) NYC, nc.
Mozelle (Old Roumanian) NYC, re.
Muesler, Ernette (Riviera) Ft. Lee, N. J., nc.
Murphy, Dean (Mounds) St. Louis, cc.
Murray & Alan (Bagdad) Miami, nc.
Myers, Timmie (Espana Club) Chi, nc.
Myrus (College Inn) Chi, nc.

N

Naida (Parkview) Gouverneur, N. Y., h.
Nary, Charles (St. Regis) NYC, h.
Nash, Nyra (Congress) Chi, h.
Negrete, George (Yumuri) NYC, nc.
Nelson, Nelle (Harry's New York Cabaret) Chi, nc.
Nelson, Ozzie, & Orch. (Pal.) Chi, t.
Nelson, Rose (Murray's) NYC, re.
Nelson's Boxing Cats (Leon & Eddie's) NYC, nc.
Nesbit, Evelyn (Wivel) NYC, re.
New Yorkers, The (Open Door) Chi, nc.
Newman, Doug (Glen Island Casino) New Rochelle, N. Y., nc.
Nichols & Haley (Avalon) Cleveland, nc.
Nina, Gypsy (Luna Park) Coney Island, N. Y., p.
Noble & Donnelly (Mayflower Casino) Chi, nc.
Nolan, Terry (Governor Clinton) NYC, h.
Noll, Eddie, & Marion Nolan (Urca Casino) Rio de Janeiro, Brazil.
Norman & McKay (Leon & Eddie's) NYC, nc.
Norman, Karyl (State-Lake) Chi, t.
Novak, Wilma (Famous Door) Boston, nc.

O

O'Connell, Tommy (Espana Club) Chi, nc.
O'Dea, Sunnie (State-Lake) Chi, t.
O'Dell, Dell (Arrowhead Inn) NYC, ro.
O'Donnell, Ione (606 Club) Chi, nc.
O'Neil, Catherine (Royal Palm) Miami, nc.
O'Rourke, Nan (Ballyhoo) Phila, nc.
Oakland, Will (Harbor Inn) Rockaway Park, L. I., c.
Oehman Twins (Bismarck) Chi, h.
Ojeda, Luis & Josefine (El Toreador) NYC, nc.
Olive & George (Riviera) Ft. Lee, N. J., ro.
Ordelle, Billy (Paree) Hartford, Conn., nc.
Orlins, Toddy (Nut Club) NYC, nc.
Ortnes, Joe (Trocadero) London, nc.
Oshins & Lessy (500) Atlantic City, N. J., nc.
Omar (St. George) Brooklyn, h.
Ost, Charles (Carmichael Club) Augusta, Ga., nc.
Osterman, Jack (Mirador) NYC, nc.

P

Pace, Bob (Drake) Chi, h.
Page, Ken & Roy (Mayfair) Chi, nc.
Palmer, Gladys (Three Deuces) Chi, nc.
Panchito (Yumuri) NYC, nc.
Parish, Deane (Chez Maurice) Montreal, nc.
Parker, LaRue (Brown Palace) Denver, h.
Parks, Barbara (Riverside) Milwaukee, t.
Parks, Valarie (Harry's New York Cabaret) Chi, nc.
Passajo, Ernie (Biltmore) NYC, h.
Patsy & Bobby (Trocadero) London, nc.
Payne, Billy (Penthouse) Boston, nc.
Payne, Frank (Stevens) Chi, h.
Pedro & Luis (Strand) Sydney, N. S., Can., t.
Pegue, Paul (Gloria Palast) NYC, nc.
Pennington, Ann (Paradise) NYC, re.
Peppino & Camille (Pierre) NYC, h.
Perry, Frank (Tuxedo Club) Phila, nc.
Phillips, Wendell (Chicagoan) Chi, h.
Picture, Ray (Riviera) Ft. Lee, N. J., nc.
Pierce & Harris (St. Regis) NYC, h.
Pierce, Marion (Riviera) Ft. Lee, N. J., ro.
Pierce & Roland (St. Moritz) NYC, h.
Pils & Tabet (Mayfair) London, nc.
Pierre & Temple (Biltmore Bowl) Los Angeles, h.
Pliner & Earle (College Inn) Chi, nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Plaza, Trini (El Gaucho) NYC, nc.
Pope, Glen (Hollywood) NYC, re.
Powell, Eddie (Avalon) Cleveland, nc.
Powell, Jack (Savoy) London, h.
Powers, Rex & Betty (Golden Gate Club) Salida, Colo., nc.
Prentice, George (French Casino) NYC, nc.
Prussin, Sid (Ambassador) NYC, h.
Pryor, Ruth (Bismarck) Chi, h.

Q

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, nc.

R

Radcliffe, Roy (Rudd's) Rochester, N. Y., nc.
Radio Aces (Astor) NYC, h.
Rafferty, Tom (Esquire) Toronto, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Raphael (Waldorf-Astoria) NYC, h.
Rasch, Albertina, Dancers (St. Regis) NYC, h.
Ray, Vivian (Leon & Eddie's) NYC, nc.
Ray, Al & Frances (Montmartre) Montreal, Can., nc.
Ray, Diana (Colosimo's) Chi, nc.
Raye, Gilbert & Vicky (Kenmore) Sullivan County, N. Y., h.
Raye, Martha (Paramount) NYC, t.
Raye & Naldi (Radio City Rainbow Room) NYC, nc.
Raymonds, Three (Jimmy Kelly's) NYC, nc.
Redington Twins (Chez Paree) Chi, nc.
Reed, Etta (606 Club) Chi, nc.
Reese, Jill (El Dorado) NYC, nc.
Reeves, Billy (French Casino) Detroit, nc.
Regar, Charlotte (Skylight Club) Cleveland, nc.
Reilly, Patricia (Wivel) NYC, re.
Renard, Jeri (Chicagoan) Chi, h.
Renee (Jimmy Kelly's) NYC, nc.
Rey, Alvino (Biltmore) NYC, h.
Reyes, The (Greenbrier) White Sulphur Springs, W. Va., h.
Reynolds, Helen, Skating Girls: Palisades, N. J., 19-26.
Reynolds, Helen (Glen Island Casino) New Rochelle, N. Y., nc.
Reynolds, Frank (Avalon) Cleveland, nc.
Rhodes, Dale (Sax) Detroit, nc.
Rhodes, Doris (Beverly Hills) Newport, Ky., cc.
Rhodes, Dorothy (Kit Kat) NYC, nc.
Richards & Carson (Paradise) NYC, nc.
Richards & Monnett (Cavaliers) Virginia Beach, Va., h.
Rio, Eddie, & Bros. (Chicago) Chi, t.
Ritchie, Carl & Margie (Sherwood) Burlington, Vt., h.
Roberts Bros., Three (Bennett) Binghamton, N. Y., h.
Roberts, Buddy (Nixon) Pittsburgh, re.
Roberts, Jack & Renee (Gloria) Columbus, O., nc; (Wonder Bar) Zanesville, O., 26-31, nc.
Robinson, Bob (Casino Municipal) Juan les Pins, France, nc.
Robles, Chas. (Penway Garden) Brooklyn, nc.
Rock, Mildred (Harry's New York Cabaret) Chi, nc.
Rodrigo & Francine (Nicollet) Minneapolis, h.
Roe, Chuck (Brau Hous) Baldwin, L. I., N. Y., re.
Rogers, Sally (Skylight Club) Cleveland, nc.
Rogues, Three Musical (Barney Gallant's) NYC, nc.
Rohmer, Billie (Frontenac) Detroit, nc.
Roland, Dawn (St. Moritz) NYC, h.
Roland, Mary (Paradise) NYC, re.
Rolland & Annette (Bali-Bali) Chi, nc.
Rolph, Wynne (Wivel) NYC, re.
Romero, Arturo (Buckingham) NYC, h.
Ronald & Roberta (Blackhawk) Chi, nc.
Rook, Isabel (Walton) Phila, h.
Rosalind & Annette (Tokay) NYC, re.
Rosini, Paul (Hi-Hat) Chi, nc.
Ross & Stone (Lyric) Indianapolis, t.
Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.
Royal Moscovians (Aurora) Aurora, Ill., h.
Russell, Johnny (Paradise) NYC, re.
Rust, Shirley (Beverly Hills) Newport, Ky., cc.
Ruth, Loma (Wivel) NYC, re.
Ruthania & Malcolm (Stevens) Chi, h.
Ryck & Kay (Golden Gate) Salida, Colo., nc.

S

Sage, Sally (885 Club) Chi, nc.
St. Claire & Yvonne (Park Central) NYC, h.
St. Germaine, Kay (Drake) Chi, h.
St. Moritz Ice Carnival (Drake) Chi, h.
St. Onge, Joe (Police Circus Coliseum) St. Louis.
Sailors, Three (Pan-American Casino) Dallas.
Salters, Jean & Joan (Hungarian) NYC, re.
Sanami & Michi (Frontier Fiesta) Ft. Worth, Tex., nc.
Sanderson, Everett, & Co. (Tower) Kansas City, Mo., t.
Sandra & Wynters (Lyric) Indianapolis, t.
Sanna, Johnny (Sni-A-Bar Gardens) Kansas City, Mo., nc.
Santos & Elmira (Jimmy Kelly's) NYC, nc.
Saxes, Three (Bertolotti's) NYC, re.
Saylors, Nella (Madrid) Buffalo, c.
Schaps, Sid (Paddock) Chi, nc.
Schenk, Al (Arcola Inn) Arcalo, N. J., ro.
Seidel & Spotty (Frontier Fiesta) Ft. Worth, Tex., nc.
Selby, Arlene & Norman (Leon & Eddie's) NYC, nc.
Shalley & Neff (Andy's) Syracuse, c.
Shaver, Buster, & Co. (Earle) Washington, D. C., t.
Shaw, Soni (Hi-Hat) Chi, nc.
Shayne, Gloria (Mayflower Casino) Chi, nc.
Shayne, Al (Pavillon Royal) Valley Stream, L. I., nc.
Shea & Raymond (Paradise) NYC, re.
Sheppard, Sammy (Mitchell's Playhouse) Chi, nc.
Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc.
Sherman, Muriel (Boardwalk Cafe) Jones Beach, L. I., N. Y., c.
Shore, Willie (Colosimo's) Chi, nc.
Shore, Willie (Bon-Air) Chi, cc.
Short & Long (Casino Municipal) Nice, France, nc.
Shutta, Ethel (Royal Palm) Miami, nc.
Simmons, Ethel (Powers) Rochester, N. Y., h.
Simmons, Lee (Plantation) NYC, nc.
Simpson, Faith & Carl (Mount Royal) Montreal, Can., h.
Siroy & Weaver (Pinebrook) Nichols, Conn., b.
Skelton, Red (Capitol) Washington, D. C., t.
Smith, Bill (Tumble Inn) Croton-on-Hudson, N. Y., re.
Smith, Earle (Brevoort) Chi, h.
Smith, Virginia Anne (S. S. Bear Mountain) NYC, s.
Son & Sonny (Grand Terrace) Chi, nc.
Sophistocrats, The (Old Mill) York, Pa., nc.
Southland Rhythm Girls (Open Door) Chi, nc.
Spencer, Amy (Plantation) NYC, nc.
Stanley, Aileen (Cafe Anglais) London, nc.
Starnes, Jack, & Co. (Chicago) Chi, t.
Sterner, Kean & Lois (Bal Tabarin) Paris, nc.
Stevens, Frances (Roxy) NYC, t.
Stone, Dick (Essex House) NYC, h.
Stone, Gene (Ross Fenton Farms) Deal, N. J., cc.
Stooges, Three (Pal.) Cleveland, t.
Strickland, Charles F. (Buckingham) NYC, h.
Strunk, John N.: Greenwich, N. Y.
Stuart & Lee (Benny the Bum's) Phila, nc.
Sue, Lyda (Astor) NYC, h.
Sullivan, Jerry (Madrid) Buffalo, c.
Sullivan, Frieda (Congress) Chi, h.
Swann, Russell (Ross Fenton Farms) Deal, N. J., cc.
Swing Kids (Astor) NYC, h.
Sylvia, Franco & Drigo (Mayfair) Boston, nc.
Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tanita (Nomad) Atlantic City, nc.
Tannish, Nick & Leo (Oriental) Chi t.
Tappen, Maxine (Essex House) NYC, h.
Tapps, Georgie (Chez Paree) Chi, nc.
Tasty Yeast Jesters (Michigan) Detroit, t.
Tatiana & Zorro (Walton) Phila, h.
Taubman, Paul (Ambassador) NYC, h.
Teela, Dick (Riverview) Des Moines, p.
Teichelz, Sud (Brass Rail) NYC, re.
Temptations, Four (Edgewater) Lafayette, La., nc.
Tex & Shorty (Grand) Cleveland, re.
Texas Tommy (Radio City Rainbow Room) NYC, nc.
Thomas, Eddie (College Inn) Phila, nc.
Thompson, Helen Waterbury (Ambassador) NYC, h.
Thorsen, Art (Biltmore) NYC, h.
Thurn, Otto (Alpine Village) Great Lakes Expo, Cleveland.
Thury, Ilona de (Tokay) NYC, re.
Tic Toc Girls (Casanova) Hollywood, Calif., nc.
Timberg, Herman, & Co. (Michigan) Detroit, t.
Tinney, Dot (Black Cat) NYC, nc.
Tip, Tap & Toe (Earle) Washington, D. C., t.
Tom, Dick & Harry (Colosimo's) Chi, nc.
Tondelayo (Plantation) NYC, nc.
Top Hatters, Six (Michigan) Detroit, t.
Trahan, Al (St. Regis) NYC, h.
Travers, Jean (Bon-Air) Chi, cc.
Troy & Lynn (Met.) Boston, t.
Troy, Theo (Harry's New York Cabaret) Chi, nc.
Turnier, Frank (Espana Club) Chi, nc.

V

Valdez, Vern (Club Piccadilly) Baltimore, nc.
Vale & Stewart (Gaity Cabaret) Brussels, c.
Van Loessen, Emily (Michigan) Detroit, t.
Varello, Nino (Chez Maurice) Dallas, nc.
Varone, Joe (Clayton Casino) Clayton, N. Y., nc.
Velazco, Vera (Rudd's) Rochester, N. Y., nc.
Venuti, Joe, & Band (Stanley) Pittsburgh, t.
Vespers, Four (Pal.) Cleveland, t.
Vestoff, Floria (Mirador) NYC, nc.
Vic & Lamar (Ambassadeurs) Cannes, France, nc.
Villano & Lorna (The Pines) Somerset, Pa., nc.
Villani, Mario (Arcadia) Phila, re.
Vince & Anita (Mayfair) Boston, nc.

W

Wages, Johnnie (Trails End Tavern) Vienna, O.
Wahl, Dorothy (Colosimo's) Chi, nc.
Wakefield, Oliver (Radio City Rainbow Room) NYC, nc.
Walker, Jeanne (Bon-Air) Chi, cc.
Walker Trio (Bismarck) Chi, h.
Wallace, Vivian (Place Elegante) NYC, nc.
Wallace Bros. (Rustic Cabin) Englewood, N. J., ro.
Walsh & Barker (Berkely) London, h.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Walters, Walter (St. Moritz) NYC, re.
Walton, Bert (Lyric) Indianapolis, t.
Ward, Mae (Roof Garden) Arnolds Park, Ia., b.
Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., cc.
Waring, Seab (Astor) NYC, h.
Warren, Roni (Club Paree) Hartford, Conn., nc.
Wassels, Henry (Plantation) NYC, nc.
Weire Bros. (Riviera) Ft. Lee, N. J., nc.
Wences (Dorchester) London, h.
Wenzel, Dorothy (Italian Gardens) Pittsburgh, nc.
Whalen, Jackie, & Streamline Steppers (Aylmer Aquatic Club) Aylmer, Que., Can., nc.
Whistling Dan (Brau Hous) Baldwin, L. I., N. Y., re.
White, Jack (18) NYC, nc.
White & Manning (Congress) Chi, h.
White, Sammy (Riverside) Milwaukee, t.
White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., cc.
Whittier, Charlie (Astor) NYC, h.
Wicke, Gus (Gay '90s) NYC, nc.
Wilkens, Dorothy (New Yorker) NYC, h.
Williams, Art (Club Alabam') Chi, nc.
Williams, Frances (Yacht Club) Chi, nc.
Williams, Jack (Paramount) NYC, t.
Williams, Los Hermanos (Savoy) London, h.
Williams, Maxine (Onyx) NYC, nc.
Williams, Rosetta (Plantation) NYC, nc.
Williford, Harry (Glen Island Casino) New Rochelle, N. Y., nc.
Willis, Claire (Arrowhead Inn) NYC, ro.
Wills, Francis (Cocoanut Grove) Waukegan, Ill., ro.
Wills & Gilmore (Mayfair) Detroit, nc.
Wilson, Derby (Plantation) NYC, nc.
Wilson, Edna Mae (Westminster) Boston, h.
Wilson, Jackie & Honey (Caliente) NYC, nc.
Winehill, Cliff (Beverly Hills) Newport, Ky., cc.
Winter Sisters (Chicago) Chi, t.
Wolandi Duo (Firemen's Carnival) Annapolis, Md., 18-31.
Woods, Johnny (Esquire) Toronto, nc.
Worth, Grace (Dorchester) London, h.
Wright, Edythe (Pennsylvania) NYC, h.
Wright, Ruby (Beverly Hills) Newport, Ky., cc.
Wyatt, Bob (Golden Spot) Chi, nc.
Wynn, Nan (Playland) Rye, N. Y., p.
Wyse Jr., Ross (Pal.) Cleveland, t.

Y

Yorke & Lewis (Jimmy Kelly's) NYC, nc.
Yost, Ben, & Varsity Eight (Riviera) Ft. Lee, N. J., ro.
Yvette (Harry's New York Cabaret) Chi, nc.

Z

Zorita (606 Club) Chi, nc.
Zudella & Co. (Grand) Wausau, Wis.; (Strand) Oshkosh 24-Aug. 6, t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Abbs, Vic: (Drake) Chi, h.
Aces, Four: (Yacht) Chi, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Agnew, Charlie: (Log Cabin) Omaha, nc.
Allen, Eddie: (Jermyn) Scranton, Pa., h.
Apollon, Al: (Hillcrest Club) Newark, N. J., nc.
Armstead, Charlie: (Avalon) Niles, Mich., b.
Arthur, Zinn: (Pinebrook) Nichols, Conn., cc.
Asen, Bob: (Wivel) NYC, re.
Ash, Art: (Silver Glen) Paramus, N. J., ro.
Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

B

Backer, Les: (St. Clair) St. Clair, Mich., nc.
Ballou, Dick: (Belmont Plaza) NYC, h.
Barrett, Hughie: (Tavern on the Green) Central Park, NYC.
Barris, Harry: (Uptown) Portland, Ore., b.
Beckwith, Al: (Charlevoix) Charlevoix, Mich., h.
Bender, Otto: (Outpost) Ridgefield, Conn., ro.
Bergere, Maxmillian: (Ross Fenton Farms) Deal, N. J., cc.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Berrigan, Bunny: (Pavillon Royal) Valley Stream, L. I., b.
Betzner, Jack: (Essex House) Newark, N. J., ro.
Bissett, Billy: (Mayfair) London, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Blackburn, John: (Golden Gate) Salida, Colo., nc.
Blaine, Jerry: (Park Central) NYC, h.
Bleyer, Archie: (Aquacade) Great Lakes Expo., Cleveland.
Bonelli, Michael: (Bond) Hartford, Conn., h.
Bonnelly, Eddie: (Black Cat) Wilmington, Del., ro.
Boroff, Mischa: (Morocco) Mountainside, N. J., nc.
Borr, Mischa: (Sherry-Netherland) NYC, re.
Bradford, Forrest: (Coney Island) Cincinnati.
Braan, Bobby: (Top Hat) Madison, Wis., nc.
Breese, Lou: (Nicollet) Minneapolis, nc.
Brent, Mike: (Colonial Inn) Singac, N. J., ro.
Brigode, Ace: (Jefferson Beach) Detroit, p.
Brown, K. A.: (Echo Lake Club) Echo Lake, Pa.
Brown, Les: (Peabody) Memphis, h.
Bruno, William: (Eldorado) Sheepshead Bay, L. I., nc.
Bulowski, Count Josef: (Southern Mansion) Kansas City, Mo.
Burk, Pete: (Clearpool) Memphis, b.
Burkarth, Johnny: (Gypsy Village) Louisville, Ky., nc.
Burnside, Dave: (Poinsett) Greenville, S. C., h.
Burr, Lee: (Chews Landing) Chews Landing, N. J., h.
Busse, Henry: (Chez Paree) Chi, nc.

C

Campbell, Jan: (Hewitts) Lake George, N. Y., h.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Cappi, Joe: (Eldorado) Sheepshead Bay, Brooklyn, nc.
Carper, Don: (White Caps) Santa Catalina Islands, c.
Carroll, Frank: (Pontiac Restaurant and Cabaret) Bronx, NYC, nc.
Casey, Ken: (Half Moon) Coney Island, N. Y., h.
Cavicchio, Salvy: (Statler) Boston, h.
Chaikin, Louis: (Weber's Hofbrau) Camden, re.
Candullo, Joe: (Seven Gables) Milford, Conn., ro.
Childs, Reggie: (Rice) Houston, h.
Chiquito: (El Morocco) NYC, nc.

Christensen, Chris: (Gibson) Cincinnati, h.
Clark, Lester: (Palm Beach Gardens) Detroit, nc.
Cleff, Pat: (Pt. Pleasant) Rochester, N. Y., h.
Clegg, Alan: (Florence Inn) Cairo, N. Y., nc.
Clemson, Ralph: (Mayfair) Cape May, N. J., nc.
Conn, Irving: (Arrowhead) NYC, ro.
Courtney, Ed: (Tavern) Savannah, c.
Contreras, Manuel: (Ship Ahoy) Houston, Tex., re.
Craig, Mel: (Bordewick) NYC, nc.
Crawford, Gene: (Cafe Madrid) Buffalo, nc.
Crawford, Dick: (Ritz Cafe) Superior, Wis., nc.
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
Cromwell, Chauncey: (Pinehurst Inn) Buffalo, ro.
Crosby, Bob: (Ritz-Carlton) Boston, h.

D

Dage, Val, & Ambassadors: (La Jolla Beach Club) La Jolla, Calif.
Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., nc.
Dalms, Larry: (French Villa) Paramus, N. J., ro.
Dantzig, Eli: (St. George) NYC, h.
Darcy, Phil: (Governor Clinton) NYC, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davidson, Trump: (Esquire) Toronto, nc.
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Eddie: (LaRue) NYC, re.
Davis, Meyer: (Briarcliff Lodge) Briarcliff Manor, N. Y., h.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Denny, Jack: (Silver Forest) Chi, b.
Deuces, Eight: (Jacksonville Beach Pier) Jacksonville, Fla., b.
Dibert, Sammy: (Webster Hall) Detroit, h.
Dickler, Sid: (Ligonier Valley Beach Club) Ligonier, Pa., b.
Diggon, Richard: (Casino) Memphis, nc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Doggett, Bill: (Club Harlem) Atlantic City, nc.
Donaljon Boys: (Lawrence) Erie, Pa., h.
Dorsey, Jimmy: (Congress) Chi, h.
Dorsey, Tommy: (Pennsylvania) NYC, h.
Duchin, Eddy: (Palmer House) Chi, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duffy, George: (Mayfair) Niagara Falls, nc.

E

Earl, Glenn: (The Dells) Lansing, Mich., nc.
Eddy, Ted: (Maple Garden) Coney Island, NYC, b.
Edmund, George: (Loyale) NYC, c.
Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., c.
Ellington, Duke: (Earle) Phila, t.
Elliott, Lee: (Arcade) Wildwood, N. J., b.
Ellis, Carl: (Moran's) Gull Lake, Minn., nc.
Engle, Freddy: (University Club) Albany, N. Y., nc.
Engels, Charlie: (Harry's New York Cabaret) Chi, c.
Ernie, Val: (Riviera) Ft. Lee, N. J., nc.
Evans, Milt: (Markham) Gulfport, Miss., h.

F

Familant, Mickey: (Biltmore) Wildwood, N. J., h.
Farley, Eddie: (Folly Beach) Charleston, S. C., b.
Farmer, William: (Promenade Cafe, Rockefeller Center) NYC, re.
Fee, Dick: (Roseland) Bridgeport, Conn., b.
Felix, Don: (Pines) Newtown, Conn., h.
Felton, Happy: (Wm. Penn) Pittsburgh, h.
Ferdi, Don: (Stratford) Bridgeport, Conn., h.
Ferdinando, Felix: (Mountainview) Port Kent, N. Y., ro.
Ferris, Lou: (Mori's) NYC, re.
Fledge, Cliff: (Lake Pier) Akron, h.
Fields, Harry: (Royalton) Monticello, N. Y., h.
Fisher, Jack: (Steuben) Boston, h.
Fiske, Billy: (31) Phila, nc.
Flenniken, Jimmy: (Crest Pier) Wildwood, N. J., b.
Florida Clubmen: (Seaside Park) Virginia Beach, Va., b.
Fosdick, Gene: (Mon Paris) NYC, nc.
Freeman, Jerry: (Paradise) NYC, cb.
Funk, Larry: (New Casino) Walled Lake, Mich., nc.

G

Garnett, Bill: (Glenn Rendezvous) Newport, Ky., nc.
Gates, Jerry: (Riverview) Des Moines, p.
Gentlemen of Rhythm, Four: (Radison) Minneapolis, h.
Gibbs, Johnnie: (S. S. North American) Chicago-Buffalo, s.
Gilbert, Jerry: (Edgewater) Biloxi, Miss., h
Gill, Emerson: (Tybrisa Pier) Savannah Beach, b.
Gleason, Jackie: (Colonial Inn) Singac, N. J., ro.
Glidden, Jerry: (Minuet) Chi, nc.
Goho, Billy: (Checkerbox) Buffalo, c.
Goldan, Neil: (Brass Rail) NYC, re.
Gonzales, Ralph: (St. Moritz) NYC, h.
Gonzales, Leo: (La Fonda) Santa Fe, N. M., h.
Graff, Johnny: (Anchorage Inn) Phila, nc.
Graffolier, Frenchy: (Euclid Beach) Cleveland.
Graham, Roger: (Gull Lake) Kalamazoo, Mich., h.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Green, Hy: (Royalton) Monticello, N. Y., h.

H

Hafely, George: (Luna Park) Coney Island, N. Y., p.
Hall, George: (Taft) New York, h.
Hampton, Jack: (Green Mill Cafe) Saginaw, Mich.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Tommy: (Bertolotti's) NYC, re.
Hauck, Carlton: (Sak's) Detroit, nc.
Haven, Bee: (Capitol Club) Tallahassee, nc.
Hayton, Lennie: (Roosevelt) New Orleans, h.
Headrick, Pearl: (White Swan) Uniontown, Pa., h.
Heikel, Fred: (Mayfair Casino) Cleveland, nc.
Heiser, Bert: (Capellaro's Grove) Danbury, Conn., ro.
Henderson, Fletcher: (Grand Terrace) Chi, nc.
Henderson, Stutz: (Wonder Bar) Port Huron, Mich., nc.
Herbeck, Ray: (Greyhound) Louisville, nc.
Herman, Woody: (Willows) Pittsburgh, h.
Herron, Bob: (Southern Club) Pampa, Tex.
Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., nc.
Hill, Ted: (Cafe des Ambassadeurs) Paris, nc.
Hirado: (La Rue) NYC, re.
Hoagland, Everett: (Youree) Shreveport, La., h.
Hollander, Will: (Congress) Chi, h.
Holst, Ernie: (El Morocco) NYC, nc.
Howard, Hal: (Old Country Club) Phoenix, Ariz., cc.
Howard, Al: (Sugar Grove Park) Tiffin, O., p.
Hudson, Dean: (Bamboo Gardens) Brunswick, Ga., b.
Hummel, Ray: Alliance, Neb.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Glenn: (Paradise) NYC, re.

I

Iona, Andy: (Lexington) NYC, h.
Irma, Gypsy: (Champ's Shore House) Bridgeport, Conn., ro.

J

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
Jones, Isham: (Sylvan Beach Park Seaside) Houston, b.
Jose, Senor: (Woodlawn) Shreveport, La., nc.
Juan, Don: (El Toreador) NYC, nc.

K

Kalinay, Julius: (Hungarian Club) NYC, re.
Kavelin, Al: (Westwood Gardens) Detroit, c.
Kay, Bob: (Martinique) Wildwood, N. J., c.
Kaye, Sammy: (Jenkinson's Pavilion) Point Pleasant, N. J., b.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Keevin, Eddie: (Shawnee) Springfield, O., h.
Keller, Jack: (New Kenmore) Albany, N. Y., h.
Kendis, Sonny: (Stork) NYC, nc.
Kennys, Ray: (Penway Gardens) Brooklyn, nc.
Kent, Peter: (New Yorker) NYC, h.
Kimball, Ellis: (Topsy's Toost, Playland-at-the-Beach) San Francisco, p.
King, Ted: (Scaroon Manor) Schroon Lake, N. Y., h.
Kings of Swing, Three: (Kentucky) Louisville, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knight, Harold: (Adelphi) Phila, h.
Knowles, Jesse: (Avalon) La Fayette, Ind., h.
Kress, Andya: (Avon Inn) Asbury Park, N. J.
Kristal, Cecil: (Paradise) Montgomery, Ala., re.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kyser, Kay: (Ritz-Carlton) Boston, h.

L

Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (College Inn Club) Muskegon Heights, Mich., nc.
Lan, Lester: (Park Lane) NYC, h.
Landy, Joe: (Bala Inn) Bala, Pa., nc.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Sid: (Hi-Hat) Chi, nc.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
Lee, Washington: (Totem Pole) Boston, nc.
Lee, Larry: (Frontier Fiesta) Ft. Worth, Tex., nc.
Lee, Ted: (Carmicheal Club) Pittsburgh, nc.
Leff, Bob & Duke: (Golden Galleon) Ocean City, N. J., b.
Lenti, Steve: (Greystone Mansion) Westchester, N. Y., cc.
Lewis, Ted: (Astor) NYC, h.
Lewis, Vic: (Brightview) Rochester, N. Y., nc.
Liebling, Tod: (Jack-o-Lantern Lodge) Eagle River, Wis., ro.
Liedke, Hugo: (Three-Mile Inn) Monroe, La., c.
Light, Enoch: (Jones Beach Casino) Long Island, N. Y., b.
Lilson, Jack: (Spink-Wawasee) Lake Wawasee, Inc., h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Little, Little Jack: (Calridge) Memphis, h.
Livingston, Jimmy: (Atlantic Beach) Morehead, N. C., b.
Lombardo, Guy: (Waldorf-Astoria) NYC, h.
London, Jack: (Royal Pines) Albany, N. Y., nc.
Long, Johnny: (Cavalier Beach Club) Virginia Beach, Va., b.
Lopez, Vincent: (Lakeside Park) Denver, p.
Lucas, Clyde: (Met.) Boston.
Lukewala: (Roosevelt) NYC, h.
Lyon, Russ: (Lookout House) Covington, Ky., nc.

M

McCoy, Clyde: (Eastwood Gardens) Detroit, nc.
McGill, Billie: (Tauquamenon Paradise) Whitefish Point, Mich., c.
McGraw, Ed: (One Point Park) Conesus Lake, N. Y., p.
McHale, Jimmy: (Westminster) Boston, h.
McKenzie, Red: (Lakeville) Long Island, N. Y., cc.
McLean, Connie: (Kit Kat) NYC, nc.
McRae, Jerry: (Eagle Inn) Spread Eagle, Wis., nc.
Maddi, Larry: (Place Elegante) NYC, nc.
Madriquera, Enric: (Surfside) Atlantic Beach, L. I., N. Y.
Magnus, Don: (Spotlight) Brainerd, Minn., c.
Malanga, Albert: (Arcola Inn) Arcola, N. J., ro.
Manning, Sam: (Melody Gardens) Elmira, N. Y., c.
Mannone, Wingy: (Yacht Club) Chi, nc.
Mansfield, Dick: (Ten Eyck) Albany, h.
Maples, Nelson: (Tavern) Steubenville, O., nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Martel, Gus: (Stork Club) NYC.
Martell, Paul: (Leighton's Half-Way House) Stamford, Conn., ro.
Martin, Bob: (Chez Florence) Paris, nc.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Maturo, Henry: (Three Door Inn) Bridgeport, Conn., nc.
Maus, Stewart: (Capitola) Capitola, Calif., b.
May, Henry: (Evergreen Casino) Phila, nc.
Mazie & Her Melody Boys: (Five Points) Union, N. J., re.
Meli, Larry: (Lamb's) Phila, c.
Melton, Earl: (Edgewood) Albany, N. Y., c.
Meroff, Benny: (Plaza) Wildwood, N. J., b.
Metzler, Johnny: (La Fonda) Santa Fe, N. M., h.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miliker, Joe: (Silver Lake Inn) Clementon, N. J., nc.
Miller, Glen: (Roosevelt) New Orleans, h.
Mills, Dick: (Rotisserie Club) Jackson, Miss., nc.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Molina, Carlos: (Stevens) Chi, h.
Montgomery, Jimmy: Westwood Symphony Gardens) Detroit, nc.
Mooney, Joe: (Meadowbrook) Cedar Grove, N. J., nc.
Moore, Eddie: (Eagles) Ithaca, N. Y., b.
Morelli, Larry: (Merry Gardens) Lynchburg, Va.
Morris, Griff: (Conesus Lake) Geneseo, N. Y.
Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Mowry, Ferde: (Embassy) Southampton, Ontario, b.
Munro, Hal: (Ivanhoe) Chi, nc.

N

Nagel, Harold: (Pierre) NYC, h.
Navarro, Al: (Belvedere) Baltimore, h.
Naylor, Oliver: (Club Rex) Birmingham, Ala., nc.
Neibaur, Eddie: (Wilshore) Chi, b.
Nelson, Ozzie: (Pal.) Chi.
Newton, Bill: (Club Verdone) Cleveland, nc.
Nichols, Red: (Westwood Symphony Gardens) Detroit, nc.
Nickles, Billie: (Duck Inn Cafe) Los Angeles, nc.
Niles, Don: (Earle Club) Baltimore, nc.
Novak, Frank: (Warwick) NYC, h.

O

Olson, Walter: (New Julius) Gardenville, N. Y., re.
Osborne, Will: (Fairmont) San Francisco, h.
Ostot, Amos: (Severin) Indianapolis, h.

P

Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Skeeter: (Park Plaza) St. Louis, h.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
Palmer, Lee: (Trocadero) West End, N. J., c.
Pantone, Mike: (Canton) Albany, N. Y., re.
Papalia, Russ: (Crystal Club) Natchez, Miss., nc.
Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
Peters, Johnny: (Shupack's) Clifton, N. J., ro.
Peterson, Eric: (Merwin's Shore House) Milford, Conn., ro.
Petti, Emil: (Savoy Plaza) NYC, h.
Phelan, Frankie: (Ponce De Leon) Dayton, O., nc.
Pickard, Jimmie: (Empire) Brussels, nc.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Pollack, Ben: (Sebastian's) Culver City, Calif., nc.
Polo, Mickey: (Birch Grove) Bridgeport, Conn., nc.
Powell, Dick: (Inlet) Anglesea, N. J., c.

Q

Quartell, Frankie: (Weisberg's) Chi, nc.

R

Rainey, Dud: (Brass Rail) Parkersburg, W. Va., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rand, Orval: (Bertolotti's) NYC, re.
Rand, Lionel: (Jimmy Kelly's) NYC, nc.
Rapp, Barney: (Beverly Hills) Newport, Ky., cc.
Rausch, George: (Melody Mill) Chi, b.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Rebucci, Paul: (Sands Point Bath) Long Island, N. Y., cb.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reisman, Leo: (Monte Carlo) International Expo., Paris, re.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Ricci, Al: (Club Kekko) South Bend, Ind.
Ricardel, Joe: (Monseigneur) NYC, nc.
Riley, Mike: (New Penn) Pittsburgh, h.
Rio, Rudy: (Girard Cafe) Phila, c.
Roberts, Eddie: (Red Mill) Bronx, nc.
Rochelle, Jimmy: (Bartlett's) Pleasant Lake, Mich., b.
Rodrigo, Don Juan: (Shadowland) St. Joseph, Mich., b.
Rodrigo, Nan: (Traymore) Atlantic City, N. J., h.
Rodriguez, Joe: (Versailles) NYC, nc.
Rogers, Eddie: (French Casino) NYC, nc.
Romer, Bill: (Pantages) Birmingham, t.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Rothchild, Irving: (Mounds) St. Louis, cc.

S

Sabin, Paul: (LaSalle) Chi, h.
Sayre, Syd: (Pavilion) Sharon Springs, N. Y., h.
Schell, Sandy: (Steeplechase) Coney Island, N. Y., p.
Scholl, Joe: (Windmill Inn) Garden Lake, N. J., nc.
Scoggin, Chic: (Iroquois Gardens) Louisville, c.
Scott, Lee: (Chez Maurice) Dallas, nc.
Septeto, Canto: (San Souci) Havana, nc.
Sievers, Hans: (Schnitzelbank) Bridgeport, Conn., nc.
Silvertown Cord: (Nassau) Long Beach, L. I., h.
Skiles Boys: (Town House) Reno, nc.
Smith, Charles: (500) Virginia Beach, Va., nc.
Smith, Eddie: (Barrel of Fun) NYC, nc.
Snider, Billy: (Gibson) Cincinnati, h.
Soldwell, Dutch: (Dawn) Benton Harbor, Mich., h.
Sommers, George: (Chateau Monterey) Wildwood, N. J., ro.
South, Eddie: (d'Oiseaux) International Expo., Paris, nc.
Speciale, Sam: (Renault) Atlantic City, c.
Sprigg, Jack: (Netherland Plaza) Cincinnati, O., h.
Spirits of Rhythm, Six: (Onyx) NYC, nc.
Stagner, Lee: (Nightingale Ballroom) Wausau, Wis., nc.
Stanfield, Jack: (Schlitz Gardens) Hammond, Ind., cb.
Stanley, Ken: (Dayton Tavern) Wildwood, N. J., c.
Steel, Blue: (Blue Moon) Tulsa, Okla., nc.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Stein, Maurie: (Chez Paree) Chi, nc.
Steiner, Herbert: (Hickory Lodge) Larchmont, N. Y., ro.
Sten, Elinore: (El Rancho) Chester, Pa., cc.
Stone, Lew: (Cafe de Paris) London, nc.
Strong, Benny: (Plantation) Indianapolis, nc.
Stroughton, Jeff: (Moonglow) Syracuse, N. Y., nc.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T

Tatro, Bill: (Bridgway) Springfield, Mass., h.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thoma, Wit: (Excelsior Park) Minneapolis, p.
Thomas, Eddie: (Nut Club) NYC, nc.
Thompson, Ellis: (Zelli's) NYC, nc.
Tinsley, Bob: (Colosimo's) Chi, re.
Tompkins, Tommy: (Raymor) Boston, b.
Thornton, Bill: (Parakeet) Phila, nc.
Thrun, Otto: (Alpine Village, Great Lakes Expo.) Cleveland.
Tracy, Jack: (Blue Moon) Tulsa, Okla., nc.
Truckee, Charles: (Hollywood) Kalamazoo, Mich., nc.
Tucker, Orren: (Iroquois Gardens) Louisville, nc.
Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

V

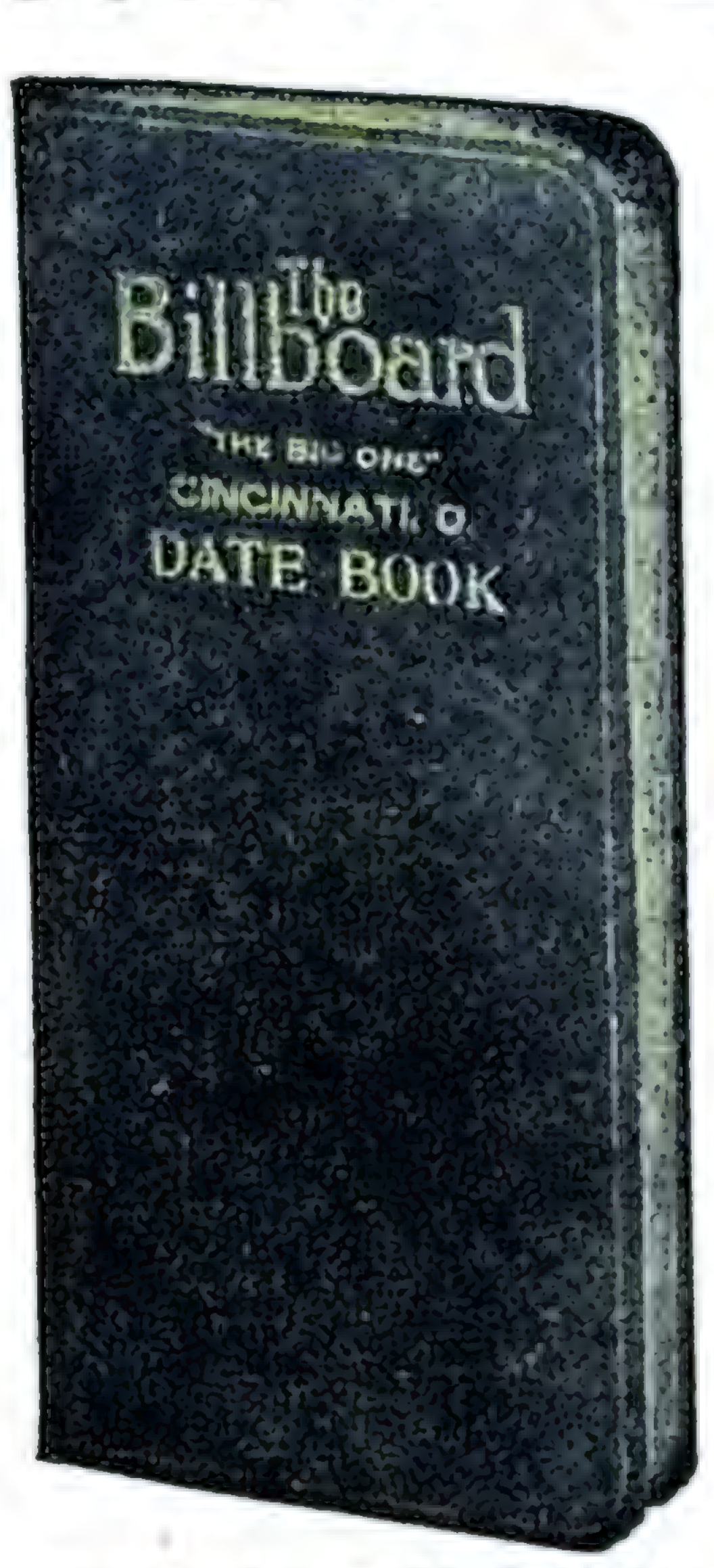
Vagabond, Charles: (St. Nicholas) Decatur, Ill., h.
Valley, Rudy: (Pan-American Casino) Dallas, Tex., nc.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vanderbilt, Arlie: (Villa de Romeo) Albuquerque, N. M., nc.
Veil, Tubby: (Bruns) Chi, re.
Velas, Esther: (Roosevelt) NYC, h.
Ventura, Ray: (Palais des Beaux-Arts) Brussels, nc.
Venuti, Joe: (Stanley) Pittsburgh, t.
Verna, Charlie: (Chelsea) Atlantic City, N. J., h.
Vogt, George: (Log Cabin) Gloucester Heights, N. J., nc.
Volker, Jack: (Four Towers) Cedar Grove, N. J., ro.

W

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wagner, Buddy: (Mirador) NYC, nc.
Walker, Barry: (Via Lago) Chi, nc.
Waples, Bud: (Genter) San Antonio, h.
Ward, Frank: (Nautical Plaza) Revere Beach, Boston.
Wardlaw, Jack: (Pavilion) Hendersonville, N. C.
Watson, Bill: (Alabama) Paterson, N. J., nc.
Webster, Ralph: (Roof Garden) Arnolds Park, Ia., b.
Welk, Lawrence: (St. Paul) St. Paul, Minn., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
Wells, Lawrence: (Club Casino, St. Paul Hotel) St. Paul, 23.
Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.
Whitman, Bernie: (Pocono Grille) Mt. Pocono, Pa., cb.

(See ROUTES on page 84)

NEW DATE BOOKS



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Will Go as Far As Omaha, Neb.

Planned to close in Florida second week in November —Dover, O., a surprise

DOVER, O., July 17.—That the Ringling-Barnum Circus will not go to the Coast this season was disclosed here by Sam W. Gumpertz, general manager. He informed *The Billboard* representative that the show would go as far west as Omaha, Neb., playing extensively thru the Dakotas; pick up some Texas territory, leaving the remainder of that State to the Barnes show; linger longer than usual in Southern territory and bring the tour to a close in Florida about second week in November. Mr. Gumpertz also confirmed the report that the show would not play Cincinnati this season, the first time in years, due, he said, to the inability to obtain a suitable lot there.

Mr. Gumpertz stated that business in New England States was the biggest in its history and that grosses to date are substantially ahead of any season in recent years.

He also said business during the show's Ohio invasion, which started at Akron, was not up to expectations, due possibly to the steel strikes general thruout Eastern Ohio. The switch in original route did the show no good, as Marion and Mansfield gave it only fair business. Akron's matinee was big and the night near capacity.

The surprise of the season was the Sunday stand here under auspices of American Legion, made possible thru the efforts of Glen Z. Wagner, Legionnaire, lumber man and circus fan. Counted on to give the show its Sunday "nut" in lieu of loafing at Pittsburgh, show, despite a heavy rain just before start of the afternoon, grossed almost as big as Akron, despite the fact that population here is under 10,000 as compared to Akron's 250,000. Mr. Gumpertz expressed himself as well pleased with the response here and promised the Legion that the show in the future would play here every other year.

The many circus fans and former showmen living near by spent the day visiting. Acquaintances were renewed by the Canton, Massillon and Dover delegation with Mr. Gumpertz, Ralph Clawson, Eddie Vaughan, Merle Evans, Clyde Ingalls and Doc Oyler. Jack Minehart, formerly with show, from Massillon, was on all day, as was his father. Ralph Peters, Canton stockman, and daughter, spent day on the lot.

Fire Damages Cole Quarters

ROCHESTER, Ind., July 17.—After a four-hour battle Thursday flames which threatened the winter quarters of Cole Bros.' Circus here were brought under control by firemen. It was estimated that the damage was between $3,000 and $4,000.

Lightning during a severe rain and electrical storm caused the fire.

PITTSBURGH, July 17.—Altho fighting spasmodic downpours thruout its two-day stay here, which failed to relieve an excessive heat wave, and despite the inroads Cole Bros. and Hagenbeck-Wallace circuses admittedly made into the big tent fans' wallets in their earlier appearances here this year, Ringling-Barnum drew several thousand dollars more this stay than last year, General Manager Sam Gumpertz informed.

Paced by Dexter Fellows, whose annual visits to the Steel City cause its three dailies to publish hosannas on press-agentry and the tanbark, the show sold out completely its first night show, July 12, and enjoyed a near-capacity house Tuesday night. Afternoon performances were relatively weak, with plenty empty seats.

OSCAR WILEY, general agent of Wallace Bros.' Circus, who has spent all his time on the advance of leading shows.

Atterbury Tour Of Dakotas Good

GEORGE, Ia., July 17. — Atterbury Bros.' Circus and Trained Animal Shows recently finished a successful tour of the Dakotas. Few changes have been made since opening. Fred Harper's dogs closed at Watertown, S. D., to make fairs. Kirk's high-school horses are filling the spot. Pop McCallister, who had candy and lunch stands, also closed.

Side Show, managed by Robert Atterbury Jr., is doing very good. A big orang-utan has been ordered.

George Barton, general agent, has booked many Sunday stands. Show will have a long season and expects to winter in San Antonio, Tex.

Fritz Glober has an eight-piece band and will soon have new uniforms. Mary Atterbury is now working pony drill. Annie Atterbury rides elephant in spec.

Cook-Tent Innovations At Boy Scout Jamboree

WASHINGTON, July 17.—The recently concluded Boy Scout National Jamboree introduced some cook-tent innovations which have set circus oldtimers to wondering if some of these ideas could not be used by traveling shows to great advantage.

The idea which captured most attention was the use of mesh sidewalls for the cook tent. The material allowed free passage of air but was fine enough to keep out flies. It appeared to be made of fabric. All inquiries as to where the material was procurable were referred to the New York Scout headquarters.

Long Season For Kay Bros.

Will run until Christmas— biz in Maine fair—has had plenty of opposition

BATH, Me., July 17. — Kay Bros.' Circus, in its 15th week, has been doing nice business but has had no straw houses. Biz in this State is fair. Manager William Ketrow expects to have show on road until Christmas and will winter in Miami, Fla. It will probably remain in Maine several weeks. Show has all new canvas.

Show has had plenty of opposition. At Plainville, Conn., five shows had paper in some store windows—Ringling-Barnum, Cole Bros., Tom Mix, Eddy Bros. and Kay Bros.

Sixty-five people are with show. Jake Kokenshi has the band; Buck Leahy, George Greeg, Bob Ketrow, Lew Gish and Andy Howe are in clown alley. Performers are Mary Ellen Ketrow, Edith Bookman, Si and Nellie Kitchie, Buddy Bookman, Four Greegs, teeter-board acrobats; Skippy Koskie, bar and ladder; Captain George's ponies; Art Mix and company in the concert.

Shorty Bookman is keeping the trucks moving; Frank Ketrow, general agent, has six assistants; Dan Stewart and wife have charge of cookhouse, with three assistants; Bob Ketrow and Milt Robbins, wife and daughter have Side Show; Mrs. William Ketrow is treasurer.

Recent visitors, Walter L. Main, John Van Arnam; W. L. Mellor and Arthur Campfield and wife, of Baker-Lockwood Company.

Birthday Party Given Mrs. Cronin

OGDEN, Utah, July 17. — Mrs. S. L. Cronin, wife of Manager Cronin, of the Barnes show, was given an elaborate birthday party between shows at Ogden, Utah, in the cookhouse, which was decorated for the occasion. Several hundred of the personnel were present. Big show band rendered several selections, including *Happy Birthday to You,* and *Hail, Hail, the Gang's All Here.* A 72-pound cake (a replica of a big top, with guy ropes and flags waving from the lanyards) was cut in generous pieces and served to all present, besides a specially prepared dinner by George Tipton.

Mrs. Cronin received many fine presents and cards and wires of birthday greetings. After evening performance she returned to Los Angeles.

Barnes Has Four Packed Houses At Denver; Colo. Springs Is Big

DENVER, July 17.—Business for the Barnes show here July 9-10 was phenomenal. There were four packed houses. At opening matinee there were 1,200 orphans from several Colorado institutions. The papers were exceptionally liberal with space to Gardner Wilson, general press agent.

Show had two capacity houses at Colorado Springs. All the past week was good except Loveland.

Mrs. Bert Bowers and party visited the show at Denver. Governor Clyde Tinsley of New Mexico visited at Santa Fe. James Cronin, brother of Manager S. L. Cronin, visited in Denver, having come from Hartford City, Ind., to spend two days. Brought his young son along. Dr. Henry Martin, of New Britain, Conn., while in New York City decided he would attend the Elks' convention, but got there ahead so as to catch the big show. He made connections on the Zepher, making it to Denver in 16 hours. He renewed acquaintances with Harry Chipman and Duke Drukenbrod. "Snapper" Garrison was on the lot both days.

Stutz Establishes Quarters Near Reading

READING, Pa., July 17.—Stutz Bros.' Circus has established permanent headquarters near here and animal acts are being broken at the farm. Props and cages are being built and recently an old-time circus office wagon was acquired. It is planned to have a one-ring show on the European style. However, show cannot be readied in time to go out this summer but may play indoor dates this fall and winter. Show owns all ring stock and performing animals but may add one or two other animal acts.

J. F. Stutzman, who has been in show business for last 10 years, is sole owner and manager. He is supervising training of animal acts.

Zoo for Boo?

DETROIT, July 17.—Devers Lonzo, elephant attendant on Cole Bros.' Circus, was injured at Bay City by Boo, elephant with the show. The animal had a bad previous record, according to statement by the circus officials, altho the present injury was blamed on the heat. Boo is to be given to any zoo that wants him, according to statement issued.

Chase Enlarged At Cass Lake

CASS LAKE, Minn., July 17.—Chase & Son Circus was enlarged here. New spread of canvas is a 90 with three 40s; side show has a 100-foot banner line; No. 2 side show, an 80-foot line. People from the Howe, Atterbury & Hoxie show joined here. One act came from Seal Bros. Altogether there are 42 more folks.

Business has been big in the iron-range country and show will return there.

J. C. Admire and wife, agents of Chase show, have been making St. Cloud their headquarters. They met Frank Kindler, circus fan, and wife, and Frank Welsh, fan and owner of St. Cloud Billposting plant. Kindlers spent an evening at the Admires' trailer, also Welsh, and following day the Admires were served dinner at Kindler home. Admire called on CFA Dr. Mulligan.

St. Cloud will be on route for Graham-Admire Indoor Circus. Dates will probably be arranged four days late in November under auspices.

Admire stated that circuses must be out of this State 18 days before the State fair, which opens September 4, and not 30 days as previously mentioned.

Barney Headed For Calif., Nev.

ELGIN, Ore., July 17.—Barney Bros.' Circus is now in its 18th week on its tour of the Northwest. Is headed for Nevada and California. Show opened March 6 in Arizona. Business has been excellent, with a slight slump in Eastern Montana due to drought conditions. However, picked up wonderfully in Washington and since entering Oregon capacity and straw houses have greeted show at every stand. Three performances were given in La Grande, Ore.; three in Enterprise and there were two straw houses at Wallowa.

The rolling stock has been increased by five Chevrolet trucks since opening, and Ruth, large elephant, has been added. John D. Foss is now general agent. Mona, dancer on tight wire, has joined. Milt Herriott, equestrian director, has program running smoothly in an hour and a half.

It is intention of management to stay out until late in November.

Mrs. Milton Herriott and children and "Buddie" Devere are recent additions. Professor LeRoy recently purchased two giant pythons for Side Show.

Heat Affects Mix Mats; Nights Okeh

WILLIAMSON, W. Va., July 17.—The Tom Mix Circus has run into a heat wave. Has affected afternoon business, but night business has held up satisfactorily.

S. T. Jessop, of the U. S. Tent and Awning Company, has been with show for several days arranging for arrival of new canvas equipment, which will go in the air at Washington, D. C.

Rhoda Royal has resigned and John R. Agee is now equestrian director, assisted by Herman Nowlin.

The mother and sister of John Boles were guests of Tom Mix at Athens, O. Fred Bailey Hutchinson spent most of the day on lot, visiting his many friends when show played his home town, Parkersburg. George V. Connor was a visitor in his home town of Chillicothe.

Many of the personnel of Jack Hoxie Circus saw show at Wheeling, where they are awaiting the reopening of Hoxie show.

Manager Ted Metz of the Side Show has added Major Littleman, midget, to his splendid lineup of attractions.

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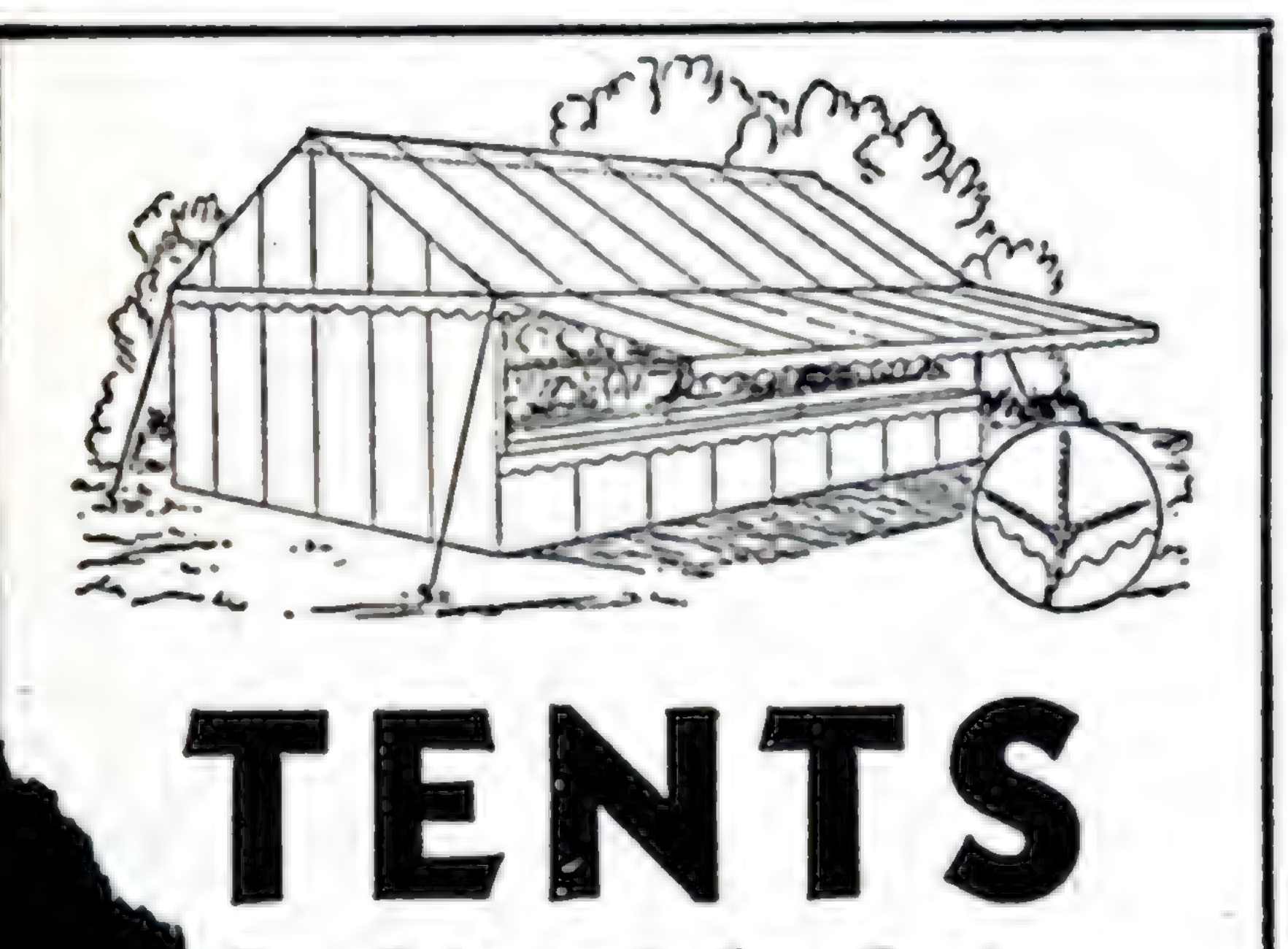

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Sawdust and Spangles

By CHARLES WIRTH

RINGLING BROS. and Barnum & Bailey Circus is not playing Cincinnati this year, therefore several members of *The Billboard*—E. W. Evans, Dan Weber and the writer—made a trip to its nearest stand, Dayton, O., last Thursday afternoon and certainly enjoyed the performance. Show, as usual, was on the fairgrounds, a most ideal location. Had a three-quarter house at the matinee, weather being hot. Bill Hewitt, who attended the night show, informed me that the tent was packed, also that there was a terrific rain and wind storm just as the grand entry started which kept up for more than an hour. A special announcement was made, asking that the folks be careful in leaving the tent owing to the condition of the grounds.

CHARLES WIRTH

The show was reviewed in its entirety when it opened at Madison Square Garden, therefore will not go into detail at this time. However, want to say that it is a most wonderful organization and has a top-notch performance; in fact, have always seen the best there is on this show in the way of entertainment. And how the show does move—in every department.

From the opening spec, *India*, to the closing number, cannon thriller, the performance moves with precision under direction of Fred Bradna. And the band—well, Merle Evans and his boys certainly play swell music.

The show is beautifully dressed thruout—there has been a tremendous outlay for wardrobe. It's a show that absolutely cannot miss at the box office, big crowds having attended it along the line. It is worth going a long way to see. General Manager Sam W. Gumpertz can certainly feel proud of the Big Show, aptly termed. He informed that the show is having a wonderful season.

Clyde Ingalls has an excellent lineup in the Side Show, as has Col. Tim McCoy in the Wild West concert. Both having a fine season.

Contracts are contracts, no mistake about it. It is better to think twice before breaking any.

Altho Flint, Mich., has had industrial disturbances this spring, and with more threatening, the day and date engagement of the Hagenbeck-Wallace and Cole Bros.' circuses in that city recently turned out extremely good for both organizations, indicating that the circus is great entertainment and a great draw. The H-W show had the better attendance in the afternoon, while at night it was the Cole show's turn. With two big shows playing day and date there, from the side lines it didn't appear as if both shows would do the business they did. From what I have picked up there was no rough stuff in the opposition fight, which, of course, is as it should be and a credit to the industry. When it comes to an opposition fight let it be clean.

With the Circus Fans

By THE RINGMASTER

CFA.

President,
FRANK H. HARTLESS,
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Chicago, Ill.

Secretary,
W. M. BUCKINGHAM,
Thames Bank,
Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 17. — Harold Barnes, wire walker of Cole Bros.' Circus, who suffered a broken shoulder while show was in the East, is getting along nicely and is convalescing at the home of our good member N. Harry Cancie in Brookfield. Last Thursday Cancie took Harold to Joliet, Ill., for a visit to the show.

F. E. Loxley, CFA, of Cranston, R. I., caught the Boys' Club Outdoor Circus at Pawtucket, R. I., July 17.

Thomas Brownlie, of Cleveland, Mont., sends the following: "Visited Henry Bros.' Circus and Menagerie at Harlem, Mont. Big top is 50 with two 25-foot middles; performance given in one ring; menagerie a 40 with one 20. There are 14 acts and every one good. In menagerie are four African lions, Alaskan bear, leopard, cougars, ocelet, puma, bobcat, porcupines and monkeys. Show is moved on six Cadillac semi-trucks, one International and five trailers. Todd Henry is in charge of show."

Gainesville Community Circus, of which several CFA members are connected, will be at the Golden Jubilee celebration at Ardmore, Okla., July 24 and 25. Contract has also been signed for the appearance of this show at the East Texas Fair in Tyler in September for four performances.

Cole Loses Two Horse Cars in Fire

DETROIT, July 17.—When Cole Bros.' Circus played Battle Creek two horse cars were burned in the railroad yards with an estimated loss of $5,000. Switch engines were coupled to save the remainder of the circus train, which was pulled to safety.

Circus folk in the other cars abandoned their berths and a volunteer fire brigade was formed under the personal direction of Clyde Beatty and Ken Maynard.

Mix Visits R-B Show

DOVER, O., July 17.—Tom Mix motored from Huntington, W. Va., Sunday to attend night performance of Ringling-Barnum Circus here. In greeting S. W. Gumpertz, Mix said: "I've been so busy these several years around my own circus I just thought I'd like to see how one of these things was run." "You're looking fine, Tom, and we're glad to have you with us, make yourself at home," Gumpertz replied.

In the Mix party were Mrs. Mix and her sister, Erma Ward, and others.

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Under the Marquee

By CIRCUS SOLLY

J. B. ESTELLE SR. is convalescing at Crown Heights Hospital, Brooklyn.

J. B. AUSTIN is now general agent and C. W. Finney in charge of advertising of Hagenbeck-Wallace Circus.

FRANCIS T. GREEN saw the Mix show at Portsmouth, O., and visited with Tommy Comstock, calliope player.

CHASE & SON Circus gave three performances at Cass Lake, Minn., and three at International Falls.

CRAWFORD DROEGE attended Ringling-Barnum at Jamestown, N. Y., and visited with Pat Valdo and others.

THESE ARE THE DAYS when biz is extra good for the venders of ice cream and soft drinks with the big tops.

PAUL M. CONWAY, on his way from Chicago to his home at Macon, Ga., stopped off in Cincinnati and visited *The Billboard* offices.

A. H. REID and wife visited Haag Bros.' Circus at North Vernon, Ind., and renewed acquaintances with old friends. Cal Townsend, clown, has joined show.

DR. J. B. DOSSETT, circus dentist, is on his farm, Sacramento, near Owensboro, Ky., for the summer, and says that the crops down that way are fine.

J. C. WOODARDS, piano-accordionist in Side Show of Ringling-Barnum, advises he is also a licensed embalmer and funeral director.

JOE KATZ, who was press agent three days ahead of Jack Hoxie Circus, has returned to his home in Cincinnati. Says that he will be with the new Hoxie show.

H. S. YOUNG had wonderful business for his shows and pony ride at celebration in Albion, Mich. Business in Ohio earlier in season only fair; Michigan so far very good.

BOB EUGENE TROUPE, aerial bar act, is booked at celebrations and Western fairs until November, after which will play 11 weeks of indoor Shrine dates. Had been with Hagenbeck-Wallace.

K. E. SIMMONS, of Crawfordsville, Ind., met three members of the H-W advance crew, Jack Scott, Dick Blackburn and G. R. Edwards, while billing there recently. Show there July 20.

DUTTON elephant (with Pagel's Circus in South Africa), painted gold all over and riding on a lorry, attracted much attention when it passed thru Adderly street in Capetown in the parade.

LEO FRANCIS and Jack Duzan did a musical and dancing clown act for Chevrolet people at Spaulding Hotel, Michigan City, Ind., July 12. Leo and Jack are working with Eddie McElroy, comedy table act, and have several fairs booked.

WHEN Ringling-Barnum played Dover, O., July 11, the occasion was a reunion for Ralph Clawson with a score of Canton, Massillon and Dover circus fans and friends who have followed his career as a showman for many years.

DOWNIE BROS. and O. J. Bach shows played day and date at Ticonderoga, N. Y., July 5. Lots were across street from each other and visits were exchanged. Walter Lankford and Rodney Harris, band leaders, talked over old days.

DELIA CRUM BROWN, of Long Branch, N. J., visited Girard, Pa., home town of Dan Rice. His former home is still one of the show places. Grounds are still filled with statuary. During her stay, Miss Brown met many oldtimers.

THE CHRISTYS were at their home in Keokuk, Ia., for a few days after a week's engagement in Winnipeg, Can. Started six weeks of fairs at Ashley, Ill. They spent a very pleasant day with Seal Bros.' Circus at Dyersville, Ia.

HOWARD INGRAM, trainmaster of Sheesley Shows, states that they day and dated with Seils-Sterling Circus at Superior, Wis., July 9, and visits were exchanged, also that the Lindemann boys have a good show and extended every courtesy to the Sheesley folks.

THE O'NEILLS, doing high ladder, table and barrel jumping acts, closed a four weeks' engagement as an extra added free attraction with the Greater American Shows. They also appeared at the Valentine, Neb., Rodeo. Will open fair bookings at Illinois State Fair.

PEDRO AND LUIS, with *Parisian Follies*, are now playing leading theaters in Nova Scotia, Can. Pedro Morales saw Seils-Sterling in Baraboo, Wis., and enjoyed performance, also Downie Bros. in Lowell, Mass., and saw the old gang.

G. A. LOWERY, of Sioux City, Ia., states that Cole Bros.' advance car was there July 10, advertising date for July 24. Callers at License Department, City Hall, same day were contracting agent for the Ringling show, and Warren Wright, general agent for Max Goodman.

RUSSELL BROS. and Robbins shows appeared in Fallon, Nev., within two days of each other, Robbins being there July 11 and Russell the 13th. The two shows were four days apart in Nevada's capital, Carson City. Robbins lost a day in Redding, Calif., July 5, due to truck trouble.

IN RECENT issue it was stated that J. E. Hill is in exploitation department of Walter L. Main Circus under direction of Russell G. Knisely. Hill writes as follows: "Special exploitation has been exclusively my department under my own direction since coming here in '35."

A 22-FOOT 2-compartment Stephens Trailer, delivered to Bob Fisher, of the Five Fearless Flyers, with Russell Bros.' Circus, at Cheyenne, Wyo. Left to right: Fisher; A. J. Stephens, president of A. J. Stephens and Company; Miss Fisher and Mrs. Bob Fisher. Mrs. C. W. Webb, wife of the manager of the Russell show, also bought a trailer of the same size and which was delivered at Cheyenne.

JOE BAKER advises from Olympia, Wash., that he met Harry Gordon and Ed Smithson, of Spike Huggins Shows, and that the latter was in a hospital at Seattle for three days. Ed was a loop-the-loop rider in the old days.

WALTER B. LEONARD and family, of Glens Falls, N. Y., motored to Warrensburg July 13 and attended Dan Rice Circus. A three-quarter house at matinee and filled top at night. Kid show did nice biz. Were entertained by Jean Belasco, Sam Maretta, Meredith and others.

THEO S. CROSBY, M. D. of Ironwood, Mich., old-time trouper, attended Seils-Sterling Circus when in that city. It was first motorized circus that he had ever witnessed and was amazed by the efficiency of all departments. States that performance was so good that his chauffeur and he drove to Ashland, Wis., next town.

HARRY AND LORETTA LaPEARL, clowns, report the loss of their Manchester terrier, Junior, which was injured when playing with a larger dog, which flung him on his head, resulting in a brain inflamation. Was one of the smallest trained dogs to do a complete set of tricks. Received much publicity while in New York with Cole Bros.' Circus. The LaPearls say that the circus at the Navy Pier, Chicago, is coming along nicely and that Felix Morales and Company will join soon to put on their trampoline act and head slide.

DAN RICE Circus showed to good crowds on Duffy Circus Lot No. 1, Fort Plain, N. Y., July 7. George Duffy and W. T. Linney, CFA, were guests of Ray Marsh Brydon and they had breakfast with him in the cook tent. William Marsh generously donated the use of his large Reid street lot for parking purposes.

LEW HERSHEY is spending the summer in Ft. Scott, Kan., having closed his school dates May 24. Will leave for a seven weeks' booking trip early in August and expects to book his "Day With the Circus" act solid for the winter. He has added several more clown gags and amplifier for music. This will be his third winter playing schools and colleges.

WHEN HAGENBECK-WALLACE was at Battle Creek, Mich., Clarence Croutcher and Willy Krause visited Hap Kreuger at American Legion Hospital and had a nice dinner. Thru special permission of Dr. Howard and Messrs. Doorman and Ried, Hap was able to visit some friends of the show. Had a fine time with his old friends, Poodles Hanneford, Floyd Nelson, Janet May and others. Hap is getting along oke

DEXTER FELLOWS handled date for Ringling-Barnum at Dover, O. His visit made front pages of all near-by newspapers. Glen Z. Wagner and wife held open house at their home in Dover for showfolk and circus fans. Kenton C. DeLong, Jack Nedrow and wife, Roy Wild, Mr. and Mrs. Rex McConnell, Nick Hennick and wife, Jack Haire and Mayor Bert Anderson, of Millersburg, were present.

PAUL E. DENVERS, chief of police at Gardiner, Me., has visited several shows this season. Says Kay Bros. played there June 21 under police auspices. Walter L. Main on June 24 was across the river at Randolph. In company with William (Red) McDonough visited Mix show at Waterville, Me., June 15 and Ringling-Barnum at Lewiston, Me., June 22. McDonough also visited Cole Bros. at Keene, N. H. Mac trouped with the 101 Ranch Show, also Main show when Andrew Downie had it. He is now handling leading trade journals. Denvers was with Frank A. Robbins, Hargrave and several other shows. Denvers and McDonough saw many friends on the shows they visited.

STANLEY F. DAWSON sends following from Cole Bros.: "Writing from Benton Harbor, big event of the day was arrival of three pygmy elephants from Rangoon. Silent Ed Davis has gone on vacation. Ken Maynard has been dubbed the 'King of Rib,' as he is continually playing practical jokes upon his co-workers. At Battle Creek Mrs. Charley Young was a visitor, as well as the parents of the Burkhardt boys. Parents of Ken Maynard were visitors at Benton Harbor.

(See Under the Marquee opposite page)

Dressing Room Gossip

HAGENBECK-WALLACE. — A chicken dinner was served in George Davis' cookhouse July 4 at Mt. Clemens, Mich. Mel Smith interrupted the last course with a fine speech. Thanks to Owner Howard Y. Bary. Birthday anniversaries were celebrated recently by Jake Posey and Mabel Karoli. Lavern Hauser is putting menage act into first-class shape. Marian Knowlton is going over big in center ring in elephant act. Ted Merchant, who heads the Wild West concert, puts on a fast and snappy performance. Billy Hammond joined his riders recently and with Alicia Villa are giving the spectators many a thrill. Betty Case gives a fine showing in trick riding, along with Mabel Karoli.

Arkie Wallace, who is now in charge of baggage stock, reports everything in fine shape. Spot Griffith left on account of illness. All the new wardrobe for the spec was designed by Mamie Ward. Poodles Hanneford is breaking new horses for a beautiful ring number. Terrell Jacobs is proving himself quite an executive as secretary of our new organization. His spectacular cat act gets a big hand at every performance. Benny Sturgis, trainmaster, is moving show on schedule time. His assistant is Whitie Beeson. The Jim Wong troupe, one of the outstanding acts, is going over big. Janet May wound up evening performance on July 5 with a season's record of her one-arm planges, doing 200. Henry Kyes, band leader, struts the car aisles in his new lavender pajamas, delivering the late mail.

Lou Douglas and her Hollywood Revue Troupe are going over big in their dance numbers, assisted by Eddie Mack, in aftershow. A special-constructed stage has been erected for dance numbers. June Sergie joined in St. Louis and is riding menage and Roman standing. Genevieve Jacyna and Rose Kalitz are proving apt performers in elephant ring. Jack Karoli and Fannie McCloskey are scoring in their dare-devil perch act. Fannie does head balancing on top of a pole. Josephine Martin has recovered from an overstrained muscle in her arm and is back in aerial number.

Little Bongo, pet dog belonging to Mrs. Bary, caused great concern to her in Flint, Mich., when it strayed away, but was returned that night by three little boys following a radio announcement. The finder received $10 and the other two $5 each. George (Blackie) Darlington, old-time animal man, retired on his farm at Hartford, Mich., visited Danny McAvoy and Cheerful Gardner at Traverse City. Walter Goodenough, clown, visited at Mt. Clemens and had dinner with the show July 4.—BETTY CASE.

BARNES-SELLS-FLOTO — Hal Silver met with an injury when falling off his wire and returned to his home in South Carolina. He was replaced by Phil Escalante, who hopped a fast train and made the spot in time. Phil had been off the wire for 18 months but went over with a bang. Helen Wight received a fall in Roman standing race and altho out of a spot a couple of days is back in an' at 'em again. At La Junta there were 172 showfolks in a swimming pool, which was a block from the lot. The same lucky break happened the next day [illegible] Loveland. A big turnout was given [illegible] clown alley when call was made fo[illegible] Children's Hospital party in D[illegible] Harry Ross has left for fair dat[illegible] Avalon was visited by relat[illegible] Denver.

TOM MIX—Fourth of July was [illegible] joyed by all. A boxing show was held [illegible] big top between shows. First bout, li[illegible] George Hanneford vs. George [illegible]unbu[illegible] two rounds, a draw; second, To[illegible] vs. Ray Walo, three rounds, a dra[illegible] McDuff vs. Spealbody, four rounds[illegible] sion Spealbody; main bout, Rex Co[illegible] Rossi vs. Allen Stabler, six rounds, [illegible] draw. Referee, Jack Knapp, and judge, Danny Gordon, promoter. At Wheeling the Jack Hoxie folks visited. They were George Myers, Vic Clark, Jerry Starr, Ora and Minerva, Chief Chico and wife, Shorty Hinkle, Barth and Maier, Montana Earl, J. G. Ernst and Mr. and Mrs. Tommy Pence, known as Mrs. Cottrell. Hank Linton and Charles Arley parked their trailer in front of one of big top trucks and as truck had to leave early Hank and Charles had to get up at 4 o'clock and move out of the way. Said they never knew the sunrise was so beautiful.

A swimming pool on lot at Wheeling

(See DRESSING ROOM opposite page)

Topless Forum

REHOBOTH BEACH, Del., July 17.—Sentiment for topless bathing suits here seemed to increase as a public forum on the issue approached. Something like an old-fashioned town meeting will discuss the question of the hour. It is a battle of petitions, topless group claiming more than 1,500 names and opponents of the scanty men's attire claiming more than 400, mostly property owners. Rehoboth has an anti-topless regulation, but signs to that effect posted on the Boardwalk were torn down. Law was fairly well disobeyed until life guards were ordered to enforce it rigidly.

A. C.'s Mayor Raps 2 Piers

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Would condemn Central and Steeplechase—income of Garden to go for taxes

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ATLANTIC CITY, July 17.—Mayor C. D. White has proposed that Central Pier and Steeplechase Pier be condemned as "eyesores and nuisances," at the same time starting foreclosure proceedings against Garden Pier. A conference has been held between City Finance Director David C. Reed and Edward Ayres, representing owners of Garden Pier, and all pier income during the season will go into city coffers on account of taxes.

Garden Pier was once in heart of the amusement district but this has now moved further downtown. For several years one turkey after another has folded on the pier. This season, however, it appears that the pier would make a comeback with *Tobacco Road* playing a two-week engagement to crowds, following with *Dead End,* now being plenty ballyed.

Louis St. John, general manager of Central Pier, one of the newest of resort structures, withheld comment on the mayor's proposed condemnation until "hizzoner makes himself more clear." Two years ago St. John took over the pier and changed it from a dead spot to one of the liveliest on the Boardwalk, now housing Texaco exhibit, Beechnut Circus, Old-Time Movies and a model home erected by the FHA. It is declared

(See A. C.'S MAYOR on page 43)

Hollister Kennywood P. A.

PITTSBURGH, July 17.—Jack Hollister, sports announcer for KDKA and former newspaper man, has joined the staff of Kennywood Park as press agent, succeeding J. J. Reis, who will devote his time to booking picnics and exploitation.

Maryland Beach Improved

CHESTERTOWN, Md., July 17.—Improvements at Tolchester Beach by Tolchester Lines, Inc., which took over holdings of Tolchester Steamboat Company recently, include putting the large pier in first-class condition for ferry and excursion steamers and a large amusement pavilion erected in the park. Resort is under management of Frank Clements, succeeding C. Frank Wheatley.

To Remember Spokane Fire

SPOKANE, Wash., July 17.—Louis Vogel, Natatorium Amusement Park owner, plans to hold a celebration on August 4, anniversary of the great fire of 1889. He will hold the first "arena" fireworks show Spokane has ever seen, display to depict historical buildings and events. Show will be built up to a jubilee in 1939, 50th anniversary of the destructive blaze.

Bare Backs in Galveston

GALVESTON, Tex., July 17.—Galveston Beach Association will conduct a "perfect back" contest at the beach on August 13 and 14 with $300 awards and a plaque. Judging will be held in sport costumes on opening night and finals in evening clothes.

Protest Mayor's Idea of Banning Masses From A.C.

ATLANTIC CITY, July 17.—Mayor C. D. White's plan to charge visitors an admission at gates of the city, together with another for exclusion of excursioners, has raised a storm of protest, with those with big investments in the amusement field lending majority of the opposition.

The mayor has made several proposals to discourage mass business in favor of class and declares the former do not spend enough money here. While Wildwood and down-beach resorts are doing everything to attract excursion business, Atlantic City is going in the opposite direction.

Over protest of merchants, civic and business organizations and political groups Mayor White is installing parkometers in all sections of the city, placing a fee for parking on any street. A number of sections of public beach, especially in front of the hotel owned by the mayor, have been marked off

(See PROTEST MAYOR'S on page 43)

FOREIGN MART SEEN

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Great Outlet in Europe for U. S. Device Makers, Says Thompson

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Denies partiality exists in favor of rides and games manufactured on other side—interview with Baker indicates American concerns should not overlook field

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NEW YORK, July 17.—That there is a great market in Europe for American amusement rides and equipment and, in fact, that European operators obviously seem to lean in preference toward American goods was revealed this week by Leonard Thompson in an interview with Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches. The prevalent belief that European ride and game men were being partial to manufacturers on their side of the Atlantic was incorrect, said Mr. Thompson, and he urged American concerns to not lose sight of foreign possibilities.

Especially so does this opportunity exist for the maker of small rides and similar equipment. Naturally, said Mr. Thompson, the demand is not so great for big permanent structures such as Roller Coasters.

Agreement With Eyerly

Mr. Thompson and Mr. Baker discussed the exportation situation on the eve of the former's departure for Blackpool, England, where he operates the big Pleasure Beach Park and is interested in the amusement game thru other angles. He has been making one of his periodical tours of this country in quest of new ideas and additional knowledge of the business, besides renewing old and fast friendships established in the past on these shores.

Before departing it is understood that Mr. Thompson entered an agreement with the Eyerly Aircraft Corporation, Salem, Ore., to manufacture and distribute the new and sensational Octopus ride which has been so successful in this country this season.

Other European Rights

It is the belief of Mr. Baker that Mr. Thompson's acquisition of European rights on the Octopus will open added possibilities for the young English showman. He already manufactures and sells to European patrons the Auto Skooters and Water Skooters of Lusse Bros., as well as Ferris Wheels for the Eli Bridge Company, Jacksonville, Ill.

"We congratulate Mr. Thompson and look forward to his early return to our land, where his friends are so numerous," said Mr. Baker.

Swim Meet for Eastwood

DETROIT, July 17.—Annual *Detroit Times* championship swimming meet will be held on August 8 in the pool in Eastwood Amusement Park, Manager Benny York said. This event for women is expected to be a major attraction with record crowds. Michigan AAU Championship and National Junior Championship will be competed for.

MANAGER AND SOME OF BIG ACTS appearing recently at Pontchartrain Beach, New Orleans. Left to right: Oscar V. Babcock, Loop of Death; A. E. Selden, "The Stratosphere Man"; Harry J. Batt, managing director of Pontchartrain Beach; Harry V. La Van, of the Flying La Vans, now director of attractions at the beach. Patrons this year are being given the biggest array of acts in history of the resort, result being record attendance. Preceding the acts named above was Bee Kyle, high diver, whose stay was extended to four weeks.

Eastwood Outdoor Ballroom Idea Bucking Weather on "Big" Nights

DETROIT, July 17.—After getting off to an excellent opening, Eastwood Amusement Park is showing a regrettable slip due to bad weather. Conditions have affected all parks in this area, but probably Eastwood has taken the heaviest loss because of its adoption of the outdoor ballroom principle for the first time this season.

Seven Saturdays and five Sundays have been practically considered as lost because of rain. Last week, for instance, rain occurred on five consecutive nights, with Cab Calloway's Band in the big gardens. Orchestra was forced to play inside on two nights, resorting to the remodeled former skating rink, which serves as a shelter at one side of the ballroom. When rain hasn't hit the park cloud-bursts in the neighborhood have kept people away.

"Naturally you can't do business if you don't have weather," said M. B. Kerner, secretary and treasurer of the park operating company. "And rain is the most dangerous thing you can get. People have plenty of money and are willing to spend it. Strikes have hurt business only a little. Our grosses have actually been a little better than for the same period last year despite conditions. It would have been a top year if it hadn't been for rain."

In the gardens new neon lighting has been added at either side of the mammoth stage and an indoor garden effect finished. Ballroom is being managed by Harold C. Berg, well-known publicity man, and Frank Kutzen, former manager of the temporarily defunct skating rink. Special exploitation campaign is being staged for next week in co-operation with Willys dealers, with all in the territory putting in window displays plugging the park. On night of July 23 there will be a Willys party.

Edward P. Ford is managing the Showboat, formerly the Coliseum, after several years of connection with it. Louis Mylls, former manager, is in charge of Cocoanut Palms. Ford takes pride in his regular customers of whom there are scores of weekly repeaters. He believes some of them get as great fun from just

(See EASTWOOD OUTDOOR on page 43)

Fireworks and Excursions Boosting Gate at Playland

ROCKAWAY BEACH, L. I., N. Y., July 17.—Activity at Rockaway's Playland is in full swing. Newly erected skating rink under management of James C. Affenit is doing far better than expected. Weekly fireworks presented in conjunction with Rockaway Chamber of Commerce are drawing more than 150,000 people on nights of the shows, and business in the park on these nights increases 25 per cent.

Tieup with *The New York Daily Mirror,* which will give the park much publicity, has been in effect since July 16. Metropolitan AAU water-polo championships, to be held in the park pool on July 22, had already resulted in a great deal of publicity.

Excursions are coming to the park from all over the metropolitan area. General Manager Louis Meisel reports that there has been a marked increase in number of excursions this year.

Philly Pools Are Jammed

PHILADELPHIA, July 17. — Pools reaped bumper trade last week when the city was sweltering. All city and nearby pools reported capacity crowds. Attendance records were broken at municipal pools last Friday with 114,000 for a new high over the mark of 90,000 for a single day. Pools averaged more than 50,000 persons each day during the heat spell.

ZANESVILLE, O. — Manager George Anagnost, Moxahala Park, has added another new ride, the Rolling Wave, and the spot now has the largest lineup of attractions in its history, officials said.

American Recreational Equipment Association

By R. S. UZZELL

Grand Island Park Company at Buffalo, N. Y., has gone, temporarily at least, into the hands of a receiver. Friendly it is presumed to be so that by fall it may work out of its present difficulties. Receivers hope to have ample money to do things in a great way for 1938. Location on the American side obviated the great handicap of passing immigration authorities in going to the park and again on returning from the park into Buffalo.

It also eliminated duty on anything billed to the park from anywhere in the States. Maurice Smith had high hopes for the place, largely because he knew from first-hand experience what Erie Beach did while he was employed there in the heyday of that resort. Dr. Martin put some money into this development, all in apparent good faith. Perhaps it can be worked out so as to save his investment.

Rain has been hitting hard again. Sunday, July 11, was not so good along the Atlantic seaboard and the following Monday was a blank with hardest rain of the year thus far. Nevertheless it clicks for us when the weather permits.

Passing of G. W. Hull

We regret the passing of one of the old guards, Gladden William Hull, of Boise, Ida. He operated White City there for 27 years, previous to which he was at Lewis and Clark Exposition at Portland, Ore. He was at Lagoon, Salt Lake City, with a Shoot-the-Chutes and Funhouse for 17 years. He was a Pullman conductor with J. W. Ely for many years. As young men they were on the run from Omaha to Portland, Ore. He never resigned from the Pullman Company, but took a leave of absence which was never canceled. He attended the NAAP convention in Chicago in 1933 and after spending a week at the exposition came on to New York City. He spent a half day with the writer, who had known him for many years.

While in Washington, D. C., he called on Secretary of State Cordell Hull, to whom he was related. No park man in the country had such capacity for friendship or held friendships better. Like Bob Ingersoll at Lake Contrary, St. Joseph, Mo., Hull at Boise, Ida., became a fixture, or would I better say an institution? Mrs. Annie V. Hull, his widow, will carry on with the help of a nephew, Russell H. Hull. Here is an honorable conscientious woman left to carry on. Let us render her every assistance and encouragement. With prospects of better business she should soon be able to sell to advantage and not suffer the tremendous losses widows have seen since 1929.

Lesson From Burlesque

Burlesque houses in New York City are starting on a new path of clean operation. It has interest to us in showing that unless an industry is willing to clean its own house it is far more costly to run contrary to public sentiment until the authorities step in. Once launched a clamp-down must go thru to save the prestige of authority. They can be lenient and tolerant until the open break comes, then the offenders must pay. They are sure to be watched closely, especially if the city gets a new administration this year. The officials can't let old practices return else their political opponents would become the severest critics.

It's better to practice prevention than to pay so much more for a cure to restore one's health. Immunity from typhoid costs only a small fraction of nursing thru the malady and leaves a constitution unimpaired. The same is true of business. Better take warning.

Old Orchard Beach

By HOWARD STANLEY

With cloudy skies, cold winds and rain, pennies from heaven didn't fall very fast the week-end of July 10. Only indoor enterprises had fairly steady play, with eateries, dance places and theaters in the lead. Altho the season thus far has been good, many concessioners are not yet on the profit side. Grand Circuit races with pari-mutuel betting are expected to attract money people and top business is anticipated during the next two weeks.

Fred Dittmer increased seating capacity of his Tango corn game, which means biz must be good. His staff includes Leo Feldman, John Jacobson, James Riley, Eddie Moore, Joseph Kierce, Bill Varnadoe, Harold (Trader) Horne, Sidney Porshin, Joseph Rankine and sons, Joe and Bill. The latter and Arthur Murphy and Jim Drew are on the mike, good men all.

Fred Allen and wife, Portland, are cottaging here for a spell, then will head for the Coast where, with Gypsy Rose Lee, they will make a picture. George Gershwin, the late composer, had many friends at Old Orchard, where he occasionally vacationed. Howard Duffy, of the Pier and Whiteway, rates handclaps for his *Broadcaster,* a weekly advertising pamphlet. Pep Mariano and John Sorrento, formerly of Boston's Club Bagdad, closed two successful weeks at Tom Kane's. Billy Earle, favorite old-time singer, holds forth across the street.

In the entertainment line Old Orchard has a shortage of good talent. The 12th unit of the Beech-Nut Circus on Wheels, after covering 235,000 miles and playing to more than 10,000,000, brought here in miniature all the thrills of the big top. Philip Zoppi and wife are to have a new Packard. Few know that Jerry Gardner, boss of Keano, is one of Boston's leading fight promoters. This is the season when resorts are sometimes flooded with spurious money. Be careful of your 50-cent pieces, $5 and $10 bills.

Palisades, N. J.

By MARION CAHN

Week-end of July 10 proved only fair as to weather but good as to business. It seems every week-end is big here no matter what the weather. California Collegians, of Fred MacMurray and movie fame, were in for two days and showed a top-notch organization with plenty of crowd appeal. Sol Solomon and Boxing Bear still making three acts for the week-end. Willie and Gustave Walldorf, just over from the other side with their boxing bear, are getting a big kick out of everything. They went into New York City to see their newsreels and tho they couldn't understand the announcer they laughed at seeing themselves in the pix. And tho they can't talk much English they made themselves understood when they were hungry.

Owing to big rush in the pool it has been decided to build an additional beach section and children's wading pool on site of the old skating rink (dance hall). There will be beach chairs, beach mats and umbrellas, a veritable miniature Riviera, all free to pool patrons. A Chinese wishing bridge joins the new beach section and swimming pool.

Bob Sled is running capacity now. Al McKee is working hard to compete with the Bob Sled on his favorite ride, the Skyrocket. New three-car train has been built for the Skyrocket to speed up things and enlarge capacity. Altho adding five new Skooter cars to the 25 which we already had, it begins to look as tho before the season is over they'll add 10 more, as the ride is working to the hilt every night.

Creamer and Dyer certainly went to extremes in building their new hot-dog stand, probably the most elaborate in the country, with indirect lighting, glass bricks and chromium. Schwarz changed his watch wheel to a candy, bowl and novelty stand, but he spends most of the time around his mice, his favorite game. All cold drink stands doing top-speed business. Mitzi Mannes, of malted milk stands, was so rushed for five days that she hardly had time to eat. Oh, how we love that hot weather!

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, July 17.—Resort this week got a taste of midsummer city heat and as result crowds flocked in but found the beach cooler than the amusements. However, in midweek came a cold spell and gates increased. Auditorium, getting ready to open its ice carnival, won't use polar bears for bally as first planned because Publicity Director Mal Dodson found they ate too much. About 400 of the nation's headliners in the news game were in town over the week-end and plenty of good publicity for the resort resulted. The Rev. R. Anderson Jardine, of Windsor-Wally fame, booked at the Auditorium, failed to enthuse more than about 77 in a 5,000-seat house.

Harry Lucenay and Pete are back at Steel Pier for another season, Pete as well as might be expected for a dog his age. At the Warner as bally for *New Faces* is Claude, the mechanical man who made such a hit on Steel and Million-Dollar piers. Eddie White, usually good for two or three returns at Steel Pier during winter, is doing his second week at Million-Dollar Pier. Sam Ranor, Eddie Kaplan and Murray Briscoe, of the burlesque company at the Globe, have opened their own night club. Their slogan, "Bring Your Wife—If You Must."

Spectators got an eyeful when sperm whales were caught in Million-Dollar Pier nets. Eugene Lynch, midget, is ballyhooing a brand of ciggies dressed as a penguin. Ed Hackney, of the famous Hackneys at Inlet, was refused admittance to a snooty walk cafe because of his polo-shirt attire and exclaimed, "It's a shame when a man has to go back to his own place to drink." Rolling chair parking against Boardwalk rail, once a favorite pastime, has been outlawed by Mayor White.

Coney Island, New York

By ROGER LITTLEFORD JR.

Following several fatal accidents and other near-serious incidents at shooting galleries thruout Greater New York, Commissioner of Licenses Paul Moss called all operators together to warn them to be more cautious and to inform them that henceforth new regulations will be in effect that will be strictly enforced. From now on each rifle must be permanently attached by chain to the far side of the counter. Chain cannot be longer than the counter is wide. Idle rifles must be kept unloaded until they are put in action by patrons. These measures should help to minimize accidents at galleries and we certainly hope so — daily papers, radio commentators and just good old mouth-to-mouth gossip love to play havoc with an item such as an amusement park fatality.

Bob Kirshman, operator of the gallery in Luna Park, is more than dissatisfied with price-slashing around Coney this season. . . . Can just about prove his points for higher shot prices, too. . . . Sam Wagner says the recent heat wave hurt biz more than it helped. People go to the beaches, the lakes, etc., but won't stand still in a blazing sun to hear ballys or to read banners. And the inside of most Coney indoor spots are not too well ventilated. . . . Ted Levitt, who joined the O. C. Buck Shows when Fred Sindell's Park Circus Side Show closed, is back in town again. Infos that Buck and boys are doing mighty well when weather is with them. . . . Harry Novins has been kept on the go lately with his Octopus ride at Surf avenue and North Sixth street. New ride has proved a hit. Novins operates with I. Kranz and together they control the Octopus, Giant Loop-o-Plane, two regular Loop-o-Planes and a Skooter ride.

Paul Bergfeld and son, Luke, are again handling sales of *The Billboard* at Coney this summer. After 18 years of continued service in these parts Paul says it looks like this should be a swell season. . . . Grandma Merkle's Parkway Restaurant at Surf avenue and Fifth street is still a popular hangout for show people and concessioners. . . . Arthur Merkle and Tony Polaskas are running one of the nicest beer gardens and clam bars on the Island. Have evidently spent plenty of money and should capitalize. Andy Auer, chief operator; Bernard Maisell, operator, and Sydney Schister, ticket taker, form staff of the Giant Loop-o-Plane at Sixth and Surf. . . . "Stitch" McCarthy, making his headquarters at Stillwell Coffee Shop, gave up his position with the 20th Century Bus Company recently to run for mayor of Stillwell avenue. After being indorsed heavily by the public he was elected unanimously.

Royal McGoey, one of the few remaining oldtimers, is celebrating his 17th season at Coney Island. Is at the Skooter Speedway again, his third straight term there. Royal has always been a participant in Mardi Gras parades and plans to be in again this year. He's one boy none seem to be able to stop.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz is holding up fine. Weather is very caliente and I don't mean maybe. The torrid weather brought biz to Bathhouse Manager Tom Woodward and his sweltering crew, who worked heroically to care for the thousands who crowded the big pool and beach. Well, so much for the heat wave.

Current attraction is Eric, high-pole artist. Car award, chink award and bi-weekly fireworks display are clicking nicely, thank you.

Following is the Kiddieland gang: Kiddie-Go-Round, Lennie Saracins; Ferris Wheel, Tom Kavanaugh; Kiddy Whip, Al Langford; Boat Ride, Tony DePaul; Kiddy Coaster, Eddie LaBella; Aeroplanes, Jim McDonald; Auto Ride, Jimmy Murray; Miniature Railroad, Paul (Casey Jones) Denis; Carousel, Doc Savage; relief man, Woody Baker; playground matron, Helen Kraft; zoo keepers, J. (Frank Buck) McDonald and Jimmy (Beatty) Murray. Tom Coughlin, Kiddyland manager (when he is around). Harry Baker's general manager is Joe Drambour, in charge of Funhouse, Octopus and Ferris Wheel.

There goes Dot Feuer, of LeGrande Studios. Funny sights: Margaret Cliffe explaining to a lady patron of anti-Nazi extraction from the Bronx why she must have a ticket to go on the bathing beach. Nick (Vallee) Marino telling a sympathetic crowd how hard he has to work, and Kiki Dunkel, manager of the beach cafeteria, washing down after a big day.

Walter DeLuna was a recent visitor, having closed with West Coast *Dead End* Company. Management has again made a tieup with a Westchester chain of dailies and we will again have Newspaper Children's Day on August 23. Lee Bloom has been appointed aid to the Voice of Playland at the Music Tower. Character handwriting studios report biz very good, also Pennyland. Arthur Marras has installed a tropical jungle bar at his boardwalk spa and it makes a very attractive appearance. Well, the heat is getting me, so will say—Hasta Luego.

Wildwood, N. J.

By ORO

On petition of 36 Boardwalk concessioners, Vice-Chancellor W. Frank Sooy restrained officials of Cape May County and Wildwood from closing their stands. Injunction was directed against the officials, who were ordered to show cause on July 13 why the injunction should not be made permanent. Charges were dropped and business along the Walk resumed as usual. Anthony J. Cafiero, counsel for the concessioners, presented their cases, arguing that none came under legal classification of gambling. Games were closed for 24 hours.

Better Boardwalk Business Men's Association retained Cafiero as counsel to ward off any attacks of a similar nature. Charges that the game men were butt of a political tiff are current, but a repetition of last week's closings is not anticipated. Credit goes to S. B. Ramagosi for making it a fair apportionment in getting up the defense fund, which almost totaled $2,000.

An indication of business done over the Fourth of July holiday is total of bank deposits made on the following day. Wildwood Trust Company reports week-end deposits were more than double those of last year; Union Bank reported deposits totaled more than $120,000 or better than 80 per cent more than the same week-end in 1936, and Marine National Bank reported deposits totaling $246,000, as compared with $181,000 last year.

Hunt's Plaza Ballroom heralds coming of Benny Meroff and his band with a 20x40-inch lobby poster carrying *The Billboard* correspondent's review of the orchestra. Art Shaw's Band jammed 3,800 into the ballroom on opening night. Name bands will carry on for the season, a fortnight booking for each. Hunt's Ocean Pier again putting on Mardi Gras nights, which met with success last season. Uncle Wip, of WIP, Philadelphia, is broadcasting his kiddie shows from the pier Tuesday nights. Bradway Republican Club plans to sponsor a carnival on Spencer avenue. Bradley's Bar and Cafe joins nitery ranks as the season goes into full swing.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Going Semi-Technical

Altho I have steered clear of running technical articles about pools, the lead-off item here a few weeks ago concerning proper sanitation was received with such response that I have been tempted to do a similar piece on some other phase. I received a letter from Paul Huedepohl, of the Jantzen Swimming Association, Portland, Ore., last week, relaying some scientific data from my equally good friend, C. A. Hyatt, pool sanitarian for Illinois Department of Public Health. So with a nod to Paul and to C. A. Hyatt:

Importance of frequent (daily at least) overflowing cannot be overstressed, for unless frequent overflow takes place, the pool cannot be maintained in a satisfactory condition. Much of the polluting material floats on the surface for a considerable period before becoming waterlogged and dropping to the bottom. Frequent overflowing often prevents this, and thus prevents excessive bottom deposits which are detrimental to the pool's appearance. From a sanitary standpoint, overflowing the pool is important, for this material, which, for the most part, is organic wastes, has heavy chlorine demand. It is practically impossible for chlorine to penetrate into the interior of such deposits and render them innocuous. Removing them is the answer.

Regarding backwashing, Hyatt, by way of Huedepohl, claims that, as one pool operator put it, we are interested in two kinds of backwashing: that practiced to clean up the swimmer before entering the pool and the other in connection with filters. We're only discussing one. For a filter to continue to function properly and deliver the kind of water which a high-class pool requires, one must be able to clean it and here is where proper backwashing comes in. Average unit should filter at a rate of between two and three gallons per square foot per minute, and if it is serving its purpose it will remove material which causes water to be turbid. For proper backwashing an amount about five times the filter rate is necessary. To test the backwash rate in the pressure filter, remove the manhole cover and, by opening the necessary valves or removing clean-out plugs, drop the water in the filter some distance below the top of the filter sand; then with a yardstick or some other means, measure the vertical distance from the top of the sand to the rim of the manhole (if located on top of the filter); then have someone turn on the water or pump to backwash the filter from the top of the sand to the edge of the manhole. For proper backwashing, this rise should be equivalent to 24 inches in 60 seconds. If the rise is less than this, steps should be taken to remedy this defect if you want your filter to continue to function properly.

Continuing the Hyatt to Huedepohl to Nat A. Tor play, we learn that if a filter is doing its proper job in a matter of hours considerable material has accumulated in the upper part of the sand layer and naturally a greater pressure or head is required to maintain the normal rate of filtration. Ordinarily the pressure gauge on the inlet side of a filter is several pounds higher than on the outlet end even with the filter clean. When this difference in pressure reaches 8 to 10 pounds it indicates that the filter is building up a resistance to the flow of water, is dirty and should be backwashed. Under ordinary operation this condition necessitates backwashing and would probably occur only once in several days.

During the filter run the water of greatest clarity is obtained during the latter part of this period for it is then that the filter film or "schmutdecke" (the Germans had a word for it) has been built up. It is in this fine jelly-like film where the smallest of the material is trapped and thus immediately after a filter is washed the first water filtered does not have zero turbidity. This explains why in many pools where filters are washed very frequently and immediately placed back into service water of the desired degree of clarity is not obtained. If possible the filter should discharge to waste for about 10 minutes after washing to build up this necessary film on the sand, or if it is not desired to waste the water the filter should remain idle for a slightly greater length of time, giving the alum floc in the water above the sand a chance to settle on the filter surface. It is to the observance of such operation kinks that some operators owe their secret of a crystal-clear water in the pool. Clear water and pool popularity go hand in hand.

And, as a parting shot, remember that bathers and swimmers make a pool unclean. Swimming pool sanitation starts with your efforts to properly prepare them before entrance into the pool. Hot and cold shower facilities and plenty of soap are the answer to this.

Postman Rings Once

Ben York, manager of the pool in Eastwood Park, East Detroit, writes:

"Have just put the finishing touches to Swim-for-Health Week. With lots of co-operation, it went over with a bang. I do hope it becomes an annual affair. Thanks to Martin Stern and his committee. It was a good start for our industrial Learn-To-Swim campaign.

"Our industrial Learn-To-Swim campaign is an annual affair. It runs for five weeks. One night each week is set aside for one or two automobile factories. They get a 25 per cent discount ticket, plus a half-hour swimming lesson, which takes place at night and w[illegible] course, helps our night business. [illegible] all shops are unionized, we had to contact their respective union locals. They went for the idea 1,000 per cent.

"The course of lessons consists of crawl, back, breast and side strokes. First week we teach the crawl and following weeks the other strokes. Each week we review the previous lesson. Last week we hold a swimming meet for class members only. Events take in all the strokes and include all the shops. If any of your readers should want a copy of this program I will be glad to mail them one.

"I see where Commodore William Fischman, guard at an Eastern seashore beach, is wearing a clip on his nose to prevent possible sinus and ear infection. I contend that if Commodore Fischman would practice deep breathing there wouldn't be the slightest possibility of any sinus or ear infection.

"By taking a real deep breath you build up an internal resisting pressure to combat external pressure. By exhaling slowly thru your nose you keep water out. Internal pressure on the ear canal will also help keep water out of the ears, thus eliminating that possibility of sinus or ear infection.

"Out of the thousands who have learned to swim and dive under my personal supervision none have ever been troubled with sinus or ear infections. I hope you do not think I am audacious in making this statement."

Pittsburgh Pools Raise Ante

PITTSBURGH, July 17.—Pools and parks in this steel district are finding industrial prosperity reverberating in their cash registers. Kennywood Park reports biz way over 1936, West View and Burke's Glen ditto, with Wallrose, Verona, the Willows and other near-city tanks going full blast. A couple even raised the ante from 37 to 50 cents when gates started clicking so fast.

PROTEST MAYOR'S——

(Continued from page 41)

and anyone venturing into the inclosed sections is told by city policemen he is not wanted and that the section is for exclusive use of the hotel.

Mayor White's comment on the admission fees is that visitors should spend money if they come here. Don Riddle, son of a former mayor and holder of big beach-front realty on which are many amusement enterprises, came out flatly against the plan. "It is merely another attempt to exclude certain types of persons who constitute a large percentage of the resort's customers. After all, why appropriate $100,000 a year to advertise if we want to keep the masses away," he said. Other amusement interests voiced like opinion.

Mayor White's proposal came after he had made a checkup on the July 4 crowd, commenting that it was a one-day crowd and that for its size not enough money was left behind. "They (the visitors) should all contribute something toward the running of 'our great park,'" the mayor said.

A. C.'s MAYOR——

(Continued from page 41)

to be in excellent condition and progressing well.

Steeplechase Pier, once owned by the Tillyou interests, burned some years ago and a small Steeplechase with baby rides has been erected by present owners, a long fishing pier also extending far out. Don Riddle, one of the officers controlling the pier, loudly denounced the move. He took up for both piers, declaring they have greatly improved the properties and attracted national exhibits.

Riddle Hits Hotels

Mayor White said condemnation proceedings would be based upon violation of the easement and beach park deeds. "Piers give a Bowery tone to the central section of the Boardwalk," he remarked.

"The easement deed distinctly states that there shall be no business conducted on the beach, exclusive of piers now existing," said Riddle. "The beach is a public park dedicated to both masses and classes. Illegally, the hotels have roped off sections to exclude the masses from the beach and if it keeps up we will all be driven out of business. I have seen high tides force the masses from the beach when only roped off sections remained dry and they were told to 'scram.' The piers give them some amusement, some place to go. Does the mayor also want to take this away?"

EASTWOOD OUTDOOR—

(Continued from page 41)

watching as other customers do from playing the devices.

The older ballroom is kept lighted constantly and presents a splendid front corner for the park. This is open two nights a week, Mondays and Thursdays, at admission price of 15 cents and draws a large steady business, primarily of the younger crowd. Regular broadcasting is done these nights from the indoor ballroom, a policy in effect for the past four years.

Rainy nights have proved a sort of boon to Cocoanut Palms. Customers in the park, finding weather wet outside, tend to go in there and spend the evening in the night club.

Charles Rosenzweig, secretary-treasurer of Eastwood Coaster Company, operating all rides and the pool, reports business 35 to 40 per cent ahead of last year. This percentage is well in advance of business for the park as a whole. New Kiddieland and Loop-o-Plane are especially popular, as is the Pretzel, installed about middle of last season.

"People are not saving as they used to do," Rosenzweig said. "They come here for a good time and are willing to spend money for it. Decoration Day and Fourth of July were two of the biggest days in our history."

WEST HAVEN, Conn.—Jolly Dolly reports having left the Imperial Shows to open in Savin Rock Park here, personnel of the show being Kenn King, puppets and talker; Harry Metz, front talker; Jolly Dolly, fat girl; Little Billy, human pretzel; Pete Robinson, "Thin Man"; Eva, ticket seller; Letty, mechanical man, and feature, Evelyn Erwin.

DIAMOND, O.—Craig Beach Park has purchased a Chevrolet sound truck for advertising, and Manager Art Mallory reports direct results in increased attendance, publicity before having been confined to newspapers, window cards and usual routine.

Traube, Warming Up, Hurls Some With N. E. Managers as Backstop

NEW YORK, July 17.—The following letter was received by *The Billboard* from Leonard Traube, erstwhile member of its staff and all-round athlete of no mean ability. Traube, always the subject of much concern when New England Section, National Association of Amusement Parks, Pools and Beaches, plays baseball at its annual midsummer outing, was again put in the spotlight by Fred L. Markey, secretary, in a general announcement last week of the organization's forthcoming meeting in Providence, R. I.

Mr. Traube now has his inning. . . . "All I know is what I read in *The Billboard*, and I see by that rag that Fred L. Markey, sorrel-topped sec of the New England Section of the National Association of Amusement Parks, Pools and Beaches (whew!), has me in the middle in connection with the organization's forthcoming annual summer meeting, scheduled for Crescent Park, Providence, R. I., on July 29. (Adv.).

A Hamid Booking

"Mr. Markey, bless him, has blandly announced that, owing to the great controversy centering about one Leonard Traube, it has been decided to play him on both sides of the annual baseball classic. The inevitable inference (or do the grammarians call it implication?) is that I am that valuable. That being the case, and especially in view of the fact that it will hurt my professional standing to be associated with the simon-pures of the NAAPPB (National Association of Amateur Players of Phony Baseball), a slight monetary consideration deposited with me in advance of the great diamond struggle will possibly mitigate my objections. And maybe spur my financial batting average.

"My boss and impresario, George A. Hamid, himself a former ball player, having performed notably as a member of the nine of old Buffalo Bill Show and Congress of Rough Riders of the West (whew!), who has seen me in action, submits a counter-proposal. (He likes to play the nags over the counter, you see.) He declares that he is willing to book me for a percentage of the gate receipts, but when I responded that even the flies stay away during the rumpus between Wallace Jones' Invincibles and Danny Bauer's Insuperables, he immediately made arrangements to round up all of New England's flies and permit them past the gates on merchants' ducats. He didn't mention that a p. c. on nothing would be too much for me.

Somebody on Second

"Having performed my diamond didos stupendously, colossally and spectacularly and, in fact, with mediocrity under such distinguished sponsorship as the Public Schools Athletic League of the City of New York, which awarded me a gold medal and asked me to use same for my teeth, which need filling; having pitched against the famous Hudson Guild, which scored only 19 runs in the first inning against my super-hurling; having a paid-up union card and, finally, having on more than one occasion stolen second base whilst that keystone bag was in a state of tremendous occupation, your correspondent feels that he is being taken advantage of when he is asked to play for both sides—consecutively, not concurrently—which is very decent of the Way Down Easterners.

"Why don't they also book me for calling them behind the bat and watching the bases at the same time? These New Englanders are conservative only when they don't have baseball stars in their midst. Maybe the boys will burn up at this note, but that is much better than burning me out. Sincerely,

"DIZZY HUBBELL TRAUBE."

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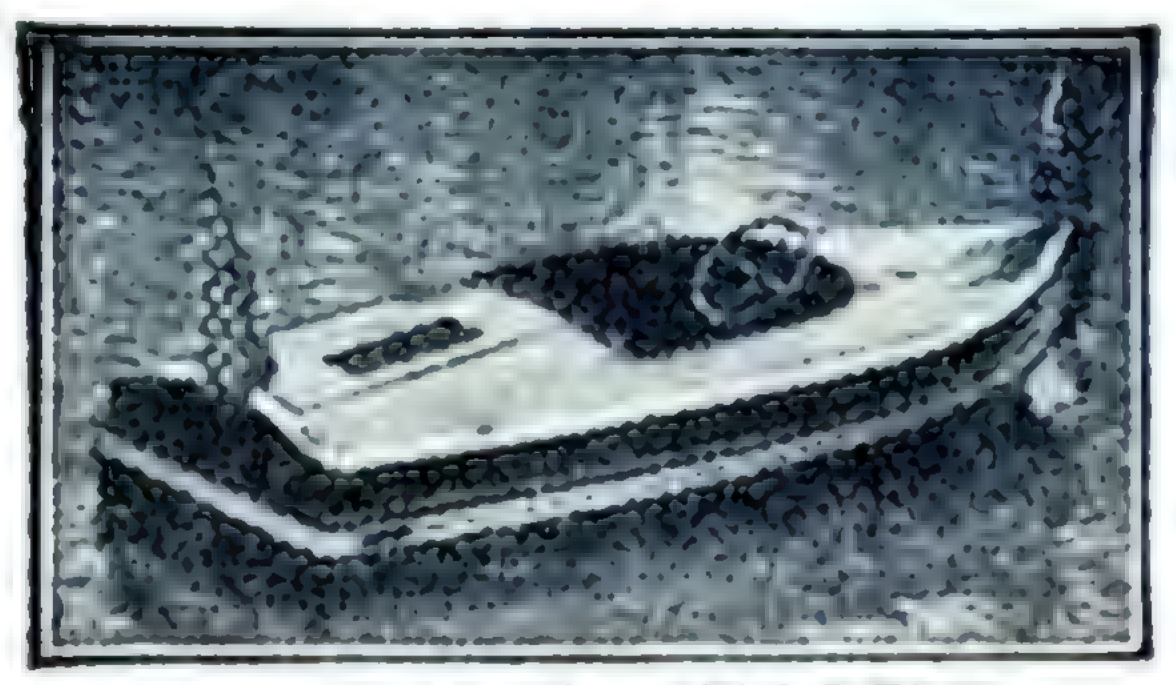


WATER SKOOTER.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: With temperature close to the century mark beaches were packed solidly on the week days of the hot spell as well as week-ends. Rockaways jumped into a record that it has been long shooting at, 1,000,000 persons for a single day. On that same day Jones Beach packed in 50,000 automobiles for parking.

An odd and enjoyable phase to concessioners was the necessity of many places, particularly refreshment spots, keeping open all night. This was done on three successive nights, something never done before in the annals of the trade locally. It makes one rub his eyes to hear of an orange drink stand selling its wares at a fast clip at 5:30 in the morning. That's exactly the type of thing that was going on. Concessioners at Rockaway and Long Beach proved that where there is a dollar to be made sleep is secondary.

Frank Buck's Jungle at Massapequa is doing a fine brand of biz these days. Rag dolls are the latest items selling on Island roadsides. Pavillon Royal and Surfside are the standout local niteries, doing huge trade, with the latter, open for the first time this year, showing the way in biz. Some talk about a pre-World's Fair event of some sort next year on the Island, and all that stands in the way presently is sanction from the World's Fair heads.

ROCKAWAY BEACH: Wreckage of the big Seaside fire remains, tho a large part of it has been removed. Mass of charred buildings right in the heart of the amusement center doesn't do much to enhance the sector. Joe Vitale contemplating a Long Beach-to-Rockaway swim as soon as sponsors put their signatures on the line. Mannie Klein back in motion at 77th street after illness set him down. Local gang looking forward eagerly to Mineola Fair. Chamber of Commerce asking for more fire alarm boxes on the Boardwalk.

Will Oakland is star at Harbor Inn. Cops seem to be pretty lenient with ice cream and drink hawkers on beaches. Now that Allen's is no more, because of the fire, Jimmy Hannon's seems to get all the play of the cabaret crowd. *The Merry-Go-Round Broke Down* is far and away the most popular song for this and many seasons past. It's a cutout for the Boardwalk.

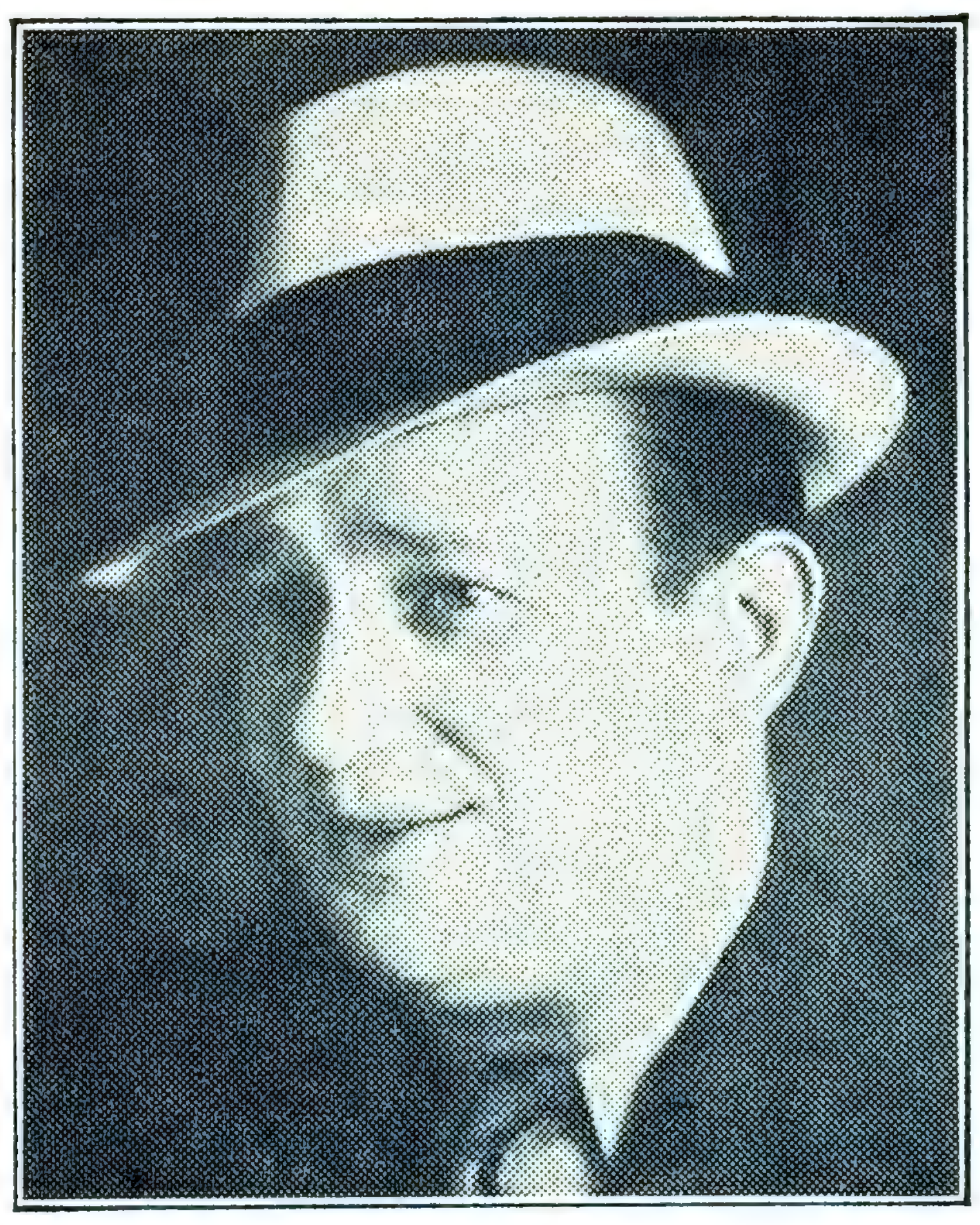
On the three-mile stretch of Boardwalk between Beach 19th and 79th streets there are four places that sell beer against 31 peddling malted milk. [illegible] of the bathing pools came back strong during the hot spell, following slow biz during biggest part of June. Mrs. Rand and daughter, Bea, preparing victuals to hungered Boardwalkers.

LONG BEACH: Heat spell needled biz up to a high point. Seen: Nassau District Attorney Littleton, conductor of past raids on the Walk, promenading peacefully and apparently enjoying the amusements. Bernie Weiner, Ed Donner and Mitz Young seem to be doing real well at Walk concessions, working in flannel trousers, no less. Big kiddie outing, with Mayor Gold and Police Chief Kohut guilding, set for early in August.

ST. JOHN, N. B.—S. M. T. Bus System, with base in St. John and operating more passenger lines in the maritime provinces than any other, is reported to be considering establishment of an amusement park at a beach site on the Kennebecasis River, or St. John River, near St. John. St. John Motor Line, which has been merged with the S. M. T., once operated a park at Gondola Point on the Kennebecasis, 14 miles east of here, but the venture did not prove successful.

CANTON, O.—Howard Peters, Canton showman, who has toured Eastern Ohio and Western Pennsylvania with his freak animal show and who again has the pony track in Meyers Lake Park here, reports business best in several years. He also operates two miniature rides on the park midway. He will play fairs with pony track, animal show and cookhouses.

AKRON.—Recent rainy weather, particularly on July 10 and 11, caused a drop in receipts of most Northeastern Ohio parks, said Lew Platt, ballroom manager at Summit Beach Park here. Summit Beach had a good day on July 14 when 15,000 attended a picnic. Ballroom, using name bands, operates six nights weekly and is doing well.



FRANK RAFUL is manager of the rehabilitated Summit Beach Park, Akron, O., operated by a new company. He was manager of Crystal Pool in the old park three seasons and was placed in charge of the resort this season. He formerly managed a chain of theaters in Akron and vicinity and also has been in other branches of outdoor show business.

Carlin's, Baltimore

By CLEM WHITE

Hot spell caused play to shift to evenings, but turnout then more than makes up for daytime slack. Conservative estimate has receipts 50 per cent better than last year. Busy Bobby Burns, of the ballroom, went to New York last week to book bands directly. Closed for Mal Hallett on August 3, closely followed by Don Bestor, Hudson-Delange, Johnny Hamp and Mike Riley, all one-nighters. Other names follow, Dan Gregory taking two weeks starting on July 21, following Louis Armstrong on July 18 and Bob Craig on July 19 and 20. Ted Brownagle returned to the ballroom with Helen Ruth, Red McCarthy and his orchestra and by popular request have been booked for a return of two weeks in August.

Congress of American Indians, Sioux and Cheyenne, under direction of Mrs. Edna Acker, popular free feature, encamped on the grounds in tepees with squaws and papooses re-enacting their lives on the plains. Long succession of features arranged, including a wedding, Indian church, Western barbecue and Feast of Green Corn. On last two spectacles patrons are invited to join in as guests of tribes. With concessioner A. C. (Slim) Anderson things always are okeh. If it rains at 9 it still could have rained at 8. And J. J. Carlin, head man, is the same. On bad days he smiles but when the sky is clear you just had better hustle. Warm weather has made things bad for Norman (Popeye) Alden. It's no joke carrying water for the horses on his Carousel. And Super Carl Hulsey wants to know that it's done. Manager Cliff Neild is happy about his outings, Wheaties Days having gone well and Independent Dairies Day looks even better. Annual *Home News* Day looks like best ever, due to swell co-operation of Editor Harvey Rivkin.

Wonder if anyone can find the beach where Chief Cashier Rose Saunders goes these warm nights. And when does she sleep? Both questions have Joe Hanna thinking hard. Someone should ask Norma Metcalfe if she's out for the title of best dressed gal in town or whether it's just natural. No award for best announcer can be made until the committee hears Slim Porter, Sam Ford and Ray Sullivan doing a mike bally at Mountain Speedway. And what looked like a swell romance between Clarence Jacques, at the Old Mill, and the lady called Mabel is no news. They've been married for some time. Barton's Society Circus leaves here after an extended stay to appear at Mr. Carlin's Buckeye Lake (O.) Park.

Park Free Acts

BUCKEYE LAKE (O.) Park booked Rita and Dunn, high wire, on July 11-18. "We had some competition in the way of monkeys," said Dunn. "Management had a small duplicate rigging made, similar to ours, including a small plat-

(See PARK FREE ACTS on page 49)

M.-D. Pier Open With New Array

ATLANTIC CITY, July 17.—Young's Million-Dollar Pier, open with an enlargement of last year's policy and new lineup of bands and acts, has a new bally front and tropical setting made for the lobby, with Bofil and his Filipinos returned for the second year. Additional bally is a mechanical man.

Ballroom, with side open to the ocean, has been redecorated, two band stands erected. Opening was with Ozzie Nelson on No. 1 stand and Jan Savitt on the other, followed by Johnny Hamp, Clyde McCoy and Eddy Morgan. Last named will alternate with names for rest of season. Small ballroom has been set aside for mechanical village. Fish aquariums are filled with catches from net hauls. Seal tank has been turned over to Picards' educated seal act.

A big game room has been added with Skee-Ball and coin-operated games. Hippodrome houses main vaude and picture shows. On opening bill Stepin Fetchit held top billing. Liazeed Arabs, who made such a hit two seasons ago in the circus program, took honors with a fast tumbling act. Harry Savoy handled the laugh end, with Serge Flash stopping the show with his routine. Joyce Brothers and Dean rounded out with Maurice Swerdlow and orchestra in pit. Second week's show was Olympic Ice Carnival. A magic theater has been built where the Great Huber presides. Circus arena has Kenneth Waite and his clowns playing a return engagement, Dr. Bernard's Elephants and the Carlos Circus of dogs, monkeys and ponies.

Pier features free bathing lockers with special tag to go off pier for swim and return in time for attractions, only amusement structure here doing this. Pier is being operated by Harry Waxman, Hollywood Theater, for second year, assisted by Jack Waxman; C. A. Hill, general manager; Capt. John L. Young, in charge of fishing activities.

Strike Is Called Off In Paris Expo Park

PARIS, July 6.—Strike of ride operators, showmen and concession holders in the amusement parks of Paris International Exposition was called off Thursday night as result of a temporary agreement between the showmen's defense committee; the CRCC, operator of the park; exposition and government officials.

While demands of the strikers for abolishing a separate gate charge to the amusement parks of the exposition and transfer of these two parks to the exposition committee were not definitely granted, strikers were promised that an effort would be made to find a satisfactory solution. Showmen are not satisfied but have resumed operation until the CRCC, exposition committee and government representatives have had an opportunity to seek a compromise.

Threats of further trouble loomed on Saturday when the CRCC tried out charging admission to the Old France section of the principal amusement park, but the attempt was abandoned when restaurant and cafe operators in the section threatened to close their establishments.

Even with a free gate it is doubtful that a large proportion of the showmen will find reason for optimism, as the layout of the park is such that certain sections are almost entirely overlooked by visitors, even when the park draws fair crowds.

New rides and shows opening during the week were Enchanted River, a de luxe Caterpillar and a Magic Palace with Gili Gili. Due to the strike and failure to properly advertise reopening of the parks business was light over the week-end.

The third amusement park at the exposition, Centre Parisien, is open. It is a small one outside but adjoining the expo grounds. Attractions are two Auto Speedways, Pretzel, motorcycle wall and numerous stands and concessions.

CINCINNATI.—Fireworks were given at Coney Island Saturday night in connection with outings sponsored by Oola Khan Grotto, employees' organizations of Norfolk & Western Railroad, Crosley Radio Corporation and Airtemps Corporation, Dayton, O. Rose's Parisian Midget Revue is a popular attraction on the Mall. Nine performers are featured in song and dance revues which change weekly.

Chi Riverview

Concessioners have given up trying to guess what crowds will do for amusement when they hit this spot. Some nights customers are strictly ride conscious and keep the ride runways jammed while the boys in the stands sit on their hands. On other nights the reverse is true and concessioners reap a harvest. When it's all added up at the end of the week, tho, everyone has received a generous slice. It takes more than rain to discourage the ducat buyers, too. On July 13 after intermittent showers all day people streamed into the park and played hide and seek under the tarpaulins until midnight, trying to keep as dry as possible. Biz is still up way over last season.

Mrs. Marie Slaughter in town from Marshalltown, Ia., visiting Lillian Robinson, who is showing her the high spots before she returns to take up the post of checker on Lil's corn game at Marshalltown Fair.

Daley L. Vaughn, talker on the drome, is building concessions for Southern fair dates and is trailer shopping. Al Berman returned last week from the land of tortillas and nosavvy to take up his old post at Henry Belden's shooting gallery. Says he's really a beginner, as this is only his 15th year there.

Henry Rolff finished celebrating another birthday and can still ring the bell harder than most of his customers. Roster on Thomson's new monster and rep show includes Otis Loyd, curator and lecturer; Bert Lyon, front, and Eunice Lyon and Ginger Loyd, handling the big reps.

This department received a beef from Capt. C. Sorensen, who didn't like that second "o" we had in his name last week, so we stand corrected. Kids of the freckled species will get a break this week with free admish and a chance to enter a contest to crown a prince and princess of the specs.

Ops at Santa Cruz Foresee Big Season

SANTA CRUZ, Calif., July 17.—With the summer season the Boardwalk is doing one of the most prosperous businesses in many years. Decoration Day started things in real earnest and with the passing of July 4 concessioners see a very good season ahead. D. E. Cipperly, who operates the Midget Speedway and probably one of the most successful operators of this type of ride, feels well repaid for work he did on his ride during the past winter. With cars repainted, track overhauled and changed in many respects and with a crew that is entirely familiar with this ride, Cip expects a year far in excess of those of the past two seasons. Charles Cipperly and David Downing, mechanics, and Operators Donald Anderson, Gene Liston, Francis Liston, Jack Conner, Donald Singer and Collector Floyd Saunders comprise the personnel. Cip operates 15 cars.

Drive-a-Boat, operated and owned by Don Sinkinson and probably the only one of this type in operation, is doing fine business so far this season. The boats are of multi-colors and he has worked hard to make an outstanding novelty ride. With assistance of Bill Heidloff, Lefty Webster and Capt. Vic Beck, he should top all rides on the beach.

Henry Okuno has a new store, his flash the most varied on the walk. Jim Conner has added another fine shooting gallery this season. He has been on the Boardwalk many years and has a large clientele. Jimime Dominic still features his cat and cane rack and, from looks of business, should make some real money this season. He is one of the oldtimers on the walk.

Bill Heidloff and Archie Gerle have opened a gold-fish pond at lower end of the walk, a new venture. With Mrs. Homer Barker in charge this should prove an outstanding concession, since nothing new has been added to the beach for the past few seasons in the way of such business. Charlie Fitzsimmons, owner of the balloon game and cat game, has opened a basket ball court, a new attraction. Altho this has been operated before in many places, he has incorporated many new ideas. He is an oldtimer at this business and with his three games should surely go to town this year.

Gus Paturel has been doing well with his doll rack. Another oldtimer, he brought to the walk the first B. B. doll rack, an original idea of his. He has a varied assortment of prizes and a

(See OPS at SANTA CRUZ on page 49)

They Will Spend Fed Coin at N. Y. And Frisco Expos

WASHINGTON, July 17.—Speaker of the House William B. Bankhead (Dem., Ala.) this week appointed as members of the United States New York World's Fair Commission Representatives Sam D. McReynolds (Dem., Tenn.) and Matthew J. Merritt (Dem., N. Y.). The speaker announced that he would appoint a Republican member later.

Representative Clarence F. Lea, (Dem.), Franck R. Havenner (Prog.) and Richard J. Welch (Rep.), all of California, were appointed by the speaker to be members of the U. S. Golden Gate Exposition (San Francisco) Commission.

Commissions are to supervise spending of federal moneys and to handle governmental participation in the expositions.

Weather Hits Gate at Fiesta

●

Showers bring a slump and concession biz is off—Fridays are kids' days

●

FORT WORTH, Tex., July 17.—Attendance at Frontier Fiesta slumped during the past week because of showers and cloudy weather. Business for the few concessions has never been outstanding this year, as almost everyone comes for the shows only.

Calgary Brothers, signed for Casa Manana Revue, and who were dropped after the first week when length of the show was cut, are here and still drawing pay, it is said. After leaving Casa Revue, the brothers refused to go into Pioneer

(See WEATHER HITS on page 46)

Badger Stand Is Dedicated

WEST ALLIS, Wis., July 17.—New $100,000 State Fair Park grand stand was formally dedicated on July 9, with Ralph E. Ammon, manager of the State fair, accepting the stand from the WPA, Maj. George H. Boyer, WPA district director, making the presentation. Theodore Dammann, secretary of state, outlined the purpose of the State fair. About 4,000 people watched the program, which included ground and aerial fireworks displays. Stand now seats about 15,000.

Trade Exhibit for Toronto

TORONTO, July 17.—Old transportation building at Canadian National Exhibition will be remodeled by the British government in co-operation with manufacturers and a substantial sum will be spent in transforming it. Display will be a general exhibition of British-manufactured goods. Captain Wallace, parliamentry undersecretary to the board of trade, said the government would participate in the exhibition this jubilee year on a scale "adequate to the occasion."

Sloan-Boyles Memorial Services Held in Atlanta

ATLANTA, July 17.—Joint memorial exercises were held here on Sunday, July 11, for J. Alex Sloan, auto race promoter, who died last spring, and the late Wayman Boyles, former advance man for Lucky Teter, both of whom had been connected with Lakewood Park and Southeastern Fair for many years.

Memorial markers were placed on each side of the race track to form a perpetual starting line for races. John A. Sloan, son of "Alex," was promoter of the July 4 and July 11 IMCA auto races here.

A tribute was given over the loudspeaker by Mike Benton, president of Southeastern Fair. Race drivers, officials and members of the American Legion Post stood at attention after a girl bugler played taps. Beautiful floral wreaths were placed on each marker.

More Bulls

DES MOINES, July 17.—Iowa State Fair is planning an exhibition bullfight which will not be like its last one. The way the news bureau tells it, which is practically the same way it was told for the 1933 fair, "this exhibition bullfight will be a new thriller on the State Fair rodeo program." This time will be entirely different, bureau says, because the fair will not have an un-Spanish cowboy clown but a noted toreador. It is to be hoped the bulls will show a little more enthusiasm than they did four years ago. After that exhibition spectators are reported to have felt that the bulls had been cheated out of the Nobel peace prize. The 1933 exhibition, officials agree, was "toned down" somewhat because of protests by Iowa Humane Society and other organizations, attitude of which has not yet been expressed on 1937 plans.

Paint, Palms Cover U. S. Paris Pavilion

PARIS, July 12.—Official inauguration of the United States Building at Paris International Exposition on July 4 was mostly symbolical, as the pavilion was not yet completed. However, in spite of it being necessary to round up a volunteer crew of paintbrush swingers, who daubed the walls all Saturday night, the building presented a completed aspect on Sunday and absence of exhibits was

(See PAINT, PALMS on page 46)

Lincoln, Ill., Plant Ready

LINCOLN, Ill., July 17.—For the newly organized Logan County Fair here race track has been completed and grand stand and other buildings are up, reported L. B. Shroyer. About $10,000 has been raised and $12,000 in premiums will be awarded. Fair will open with Farm Bureau picnic and 4-H Club stock show will be held in conjunction. Sidney Belmont will furnish free acts. Layout for auto show and merchants' exhibit has been entirely sold out.

New Buildings for Augusta

AUGUSTA, Ga., July 17.—Construction of two exhibit buildings for the Exchange Club at its new fairgrounds at Third and Hale streets, old ball park, got under way on July 12. They will cost about $2,200, built from salvaged material of the old fair building at East Boundary.

OKLA. OUTLOOK BIG

●

Greatest Crop Prospects in Six Years Pep Show and Fair Field

●

In preparation for $2,000,000 plant, State annual enlarges departments and adds premiums—Manager Hemphill reports demand for space for exhibits and concessions

●

OKLAHOMA CITY, July 17.—With a golden wheat flood of more than 62,000,000 bushels, largest crop in six years, putting more than that many dollars into Oklahoma trade channels and best corn crop forecast since 1932, prospects for fairs and other outdoor shows in the State are best since 1929. Other farm products and live stock reflect in direct proportion to wheat, corn and cotton to forecast Oklahoma's spending power and success at county and State fairs. It is reported by federal statisticians here that total income from farms, ranches and oil will exceed the 1936 total of $444,000,000 by January 1.

In the midst of a campaign to get a new $2,000,000 plant by 1939, Oklahoma State Fair here has enlarged its live-stock program and added parish stock shows for dairy cattle in the State to stimulate showing by small exhibitors for its 31st annual this year.

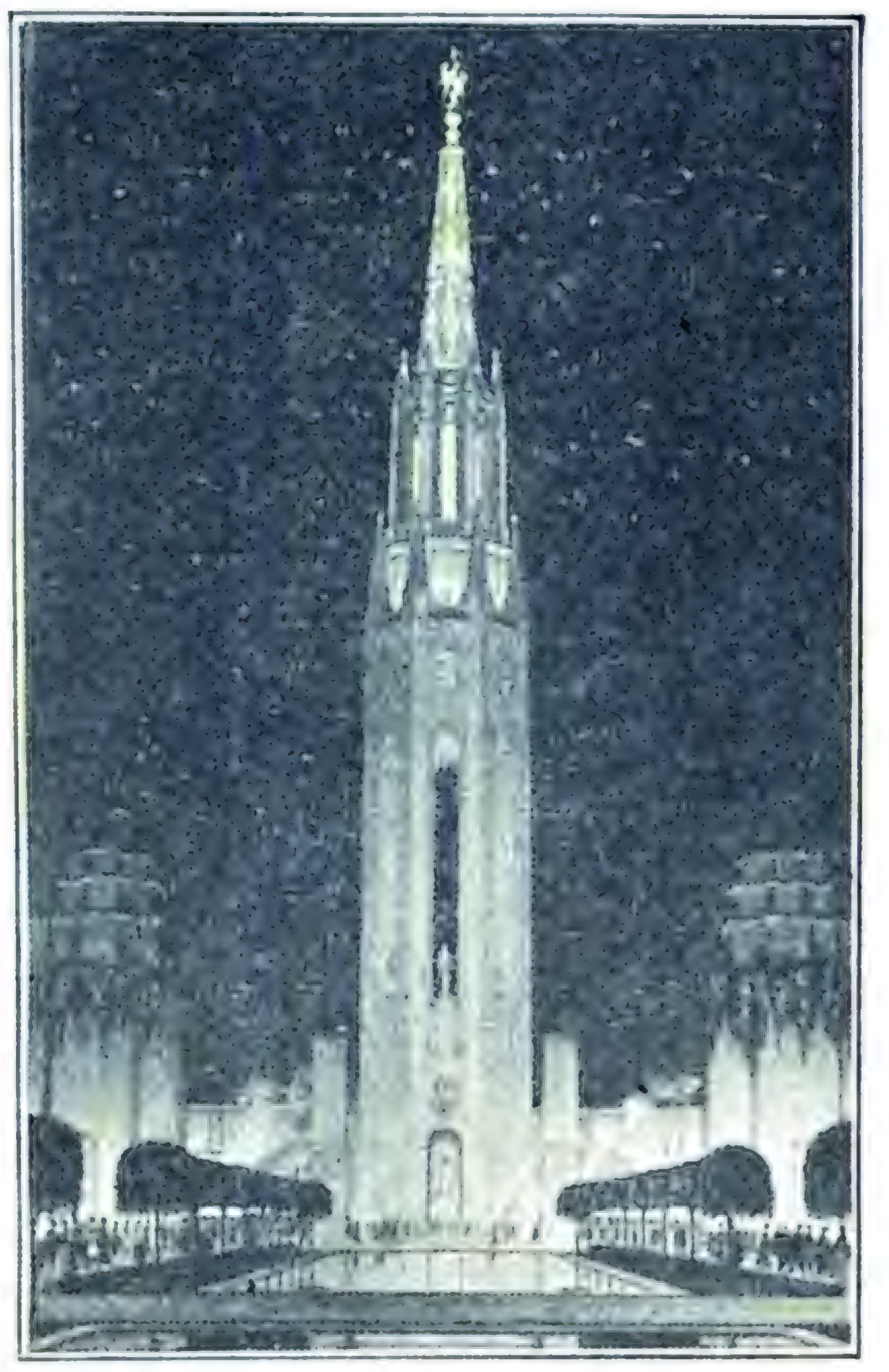
State Fair has added breeding classes in live stock to its junior department and a class for milking shorthorns in adult stock department. Oklahoma City Chamber of Commerce is adding $2,500 to dairy money, of which $800 is to be used for parish shows to send selected herds to the fair and the other $1,700 added to the fair's dairy premiums. In most stock classes premiums beyond fifth place are on State-owned stock only.

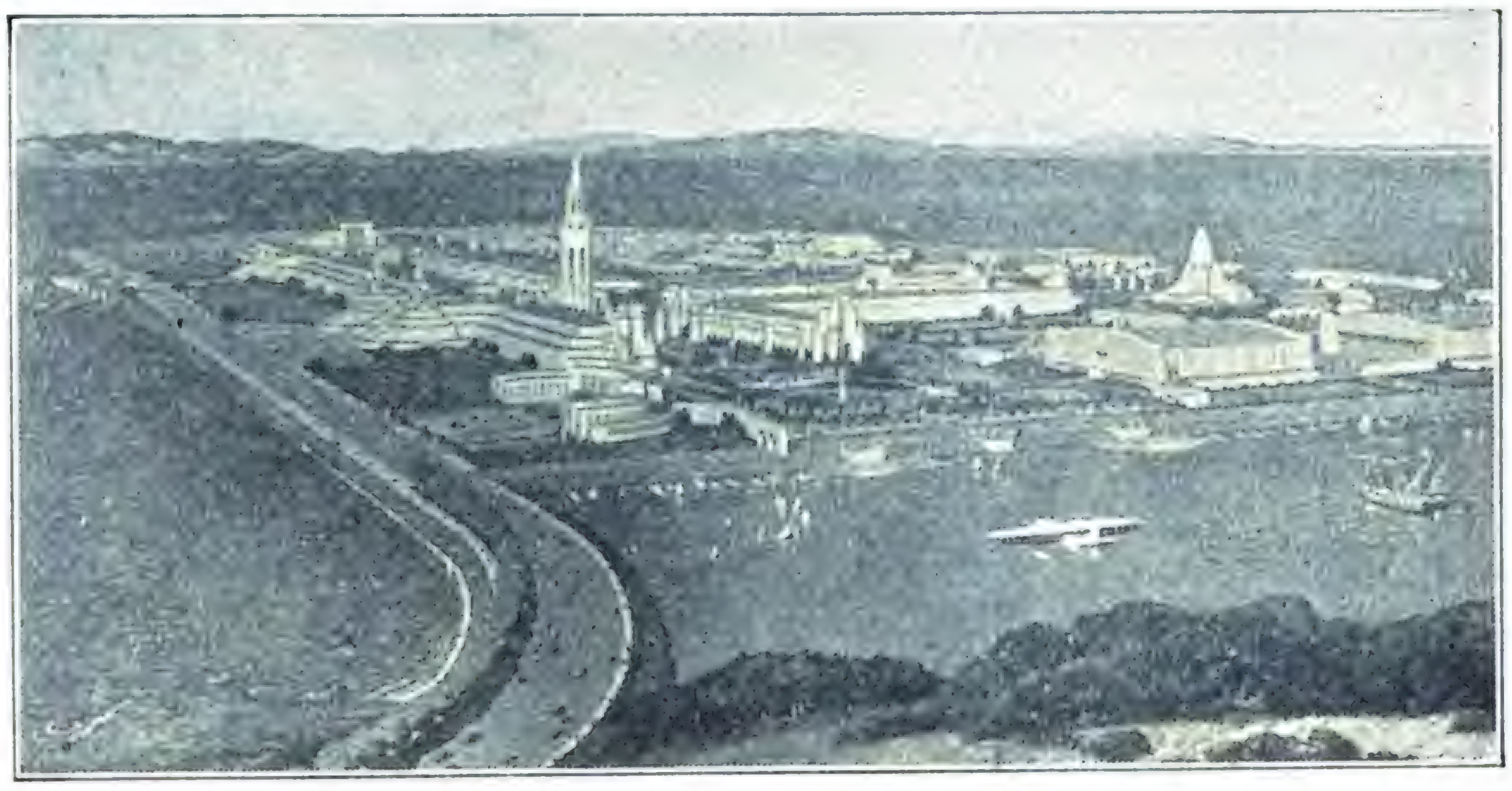
Secretary-Manager Ralph T. Hemphill reports more than half of the 40,000 square feet of the commercial exhibit building and about 60 per cent of ground space already under contract. Progress is being made on a Dairy Products Show to be held in the 23,000-foot building formerly used for transportation show on north end of the midway.

Beckmann & Gerety's Shows will be on the midway, with Barnes-Carruthers' *The Star Brigade* the night show and Thearle-Duffield fireworks. Fair will put on its own championship rodeo on six afternoons and IMCA races of John A. Sloan will go on the other two afternoons.

Comeback on in Waycross

WAYCROSS, Ga., July 17.—After a lapse of seven years Ware County Fair will be resumed here this year. There are county-wide activities with 17 communities arranging for space, and with a live-stock show as one of chief attractions. Gordon Nessmith, county agent, and Miss Annie Mae Goss, home demonstration agent, will have charge of exhibits, and F. Paisley Davis will manage the fair. Brown Novelty Shows have been contracted.





FIRST OFFICIAL VIEW of Golden Gate International Exposition Island, San Francisco, as it will appear in 1939. View from shore of Yerba Buena Island, looking north.

In immediate left foreground is a 110-foot causeway, boulevard approach from San Francisco-Oakland Bay Bridge. At right is Exposition Harbor, 1,500 by 3,400 feet, for regattas. Administration building, to serve as a future airport terminal, is first building to right of roadway. Main entrance is halfway up the boulevard, with ferry terminal beyond. At extreme right are two hangars to serve as exhibit palaces, and behind hangars is Lake of All Nations. Above: Central Tower will dominate the architectural design of the fair. Being 400 feet high, it will compete in stature with towers of the great bridges and will be spectacularly lighted. It is the design of Arthur Brown Jr., FAIA chairman of the expo architectural commission, who also designed the Central Court. Painting by Chesley Bonestell. Phoenix at the top is a traditional San Francisco symbol.

Ohio Board Given Scolding

LEBANON, O., July 17.—Charged with the "improper and illegal" use of funds and with laxity in conduct of its business, Warren County Agricultural Society was scored in a report to State Auditor Joseph Tracey by State Examiner George Taylor, Wapakoneta. The report stated that affairs of the board had been conducted in a most "unbusinesslike manner" and that both the former secretary, Heber D. Williams, who resigned some time ago, and Treasurer Z. O. Worley had intrusted their duties to A. H. Turner, who recently resigned as a member of the board.

Hallock, Minn., Has Best

HALLOCK, Minn., July 17.—The 1937 Kittson County Fair on the improved grounds here was best in county history, attendance records being broken with a daily average of 10,000 for the three days, said Secretary D. J. Larson. New grand stand had 3,500 each night. All space in the exhibition buildings was taken. Farmers spent money freely at shows and concessions. One of the features was dedication of the grand stand by Governor Benson of Minnesota. Among acts were Six Avalons, Baker and Evans, Lorraine Wallace, Spirola and Lew Rosenthal Revue with changed program nightly. Dee Lang Shows were on the midway. A public wedding was closing feature.

ST. PAUL.—Gladys M. Williams has returned from Portage La Prairie (Man.) Fair, where one of the grand-stand shows, being supplied by William & Lee for the Class B circuit, was reviewed. Among acts are Great Morris Troupe, Aerial La-Zellas, Chillcott's Novelties; Lightning Duo, roller skaters, and Sparklette Review.

Pan-American Exposition
Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Closing of Rio Rumor Denied

•

Talent is contracted for added editions of show—Black Forest boosts ice

•

Attendances	
Previously reported	562,800
Wednesday, July 7	10,142
Thursday, July 8	11,022
Friday, July 9	9,368
Saturday, July 10	13,433
Sunday, July 11	13,960
Monday, July 12	10,692
Tuesday, July 13	13,833
	82,450
Total	645,250

DALLAS, July 17.—Road to Rio will not fold and Manager Walter Herzog has gone ahead contracting for talent for the third and fourth editions of his outdoor stage show, Kent Watson, spokesman, declared during Herzog's absence on a visit to Houston. Watson's statement was made to put an end to rumors that the largest village of Pan-American Exposition is due to close because of lack of funds. "We are not contemplating closing," said Watson.

Opening next Friday evening the third edition will be a tribute to the late George Gershwin, it was announced by Alexander Oumansky, producer. *Rhapsody in Blue*, played by Jack Crawford's Orchestra, will be theme for the most spectacular and lavish ballet number of the edition. Joaquin Garay, tenor, will be retained as leading singer.

Main talent shift on the grounds came last week when Jack Arthur, a star of Pan-American Casino, went to Black Forest for a nightly concert between the ice-skating shows and ice dancing.

Foley Resigns Post

Black Forest management has begun extensive exploitation of ice dancing as a novel recreation and has made each Wednesday amateur night on the rink. By registering at the box office customers may take part in ice-skating contests, management furnishing skates.

Ray A. Foley, director of participation, resigned his position to re-enter the engineering profession, in a letter received on Tuesday by Director General Frank McNeny. Key man on exhibits and concessions this year, Foley was engineer in charge of construction of the $12,000,000 plant of Texas Centennial. He was one of the first department heads retained by the Centennial organization, and has made many friends in all branches of show business. Mr. Foley's office will remain unfilled, McNeny said.

Previews of a 1,000-foot newsreel, first films of the fair to be prepared for general distribution, were conducted during the week and officials heartily approved. Cavalcade of the Americas is featured, but all other chief attractions are given space in the film.

Spending Crowds Help

Mrs. James A. Farley, wife of the postmaster-general; Lewis Johnson, assistant secretary of war; Karl Crowley, solicitor-general of post office department; Robert Thatch, vice-president and general counsel of Pan-American Airways; Oswaldo Aranja, Brazilian ambassador, and Sousa Costo, Brazilian minister of finance, led the parade of dignitaries who arrived on Thursday to take part in opening of the Pan-American Games, promoted by George P. Marshall, director of entertainment.

Colorful ceremonies were staged at opening of the games, scheduled to be concluded on Monday. All games and field events are being held in the Cotton Bowl. Admission to the games is free, with 4,000 reserved seats on sale at $1 and $2.

Concessioners were highly pleased when they found that last Tuesday was the second best Children's Day to date. Gate was especially large at the Ripley Believe-It-or-Not show, where Manager J. Ed Brown had his largest kids' attendance of the season.

Good spending crowds helped to keep the midway cheery during the almost continuous rains of last Friday, Saturday and Sunday. About 300 excursionists aboard a special train from Arkansas spent Saturday and Sunday on the grounds, led by Governor Bailey of Arkansas and welcomed by Governor Allred of Texas. An event of Arkansas Day was a log-chopping contest. Special days for New Mexico and Connecticut were also staged. Magnolia Petroleum Company brought a special train of its employees from Beaumont on Saturday, but will stage its regular special day later in the season.

Gainesville Circus a Hit

Rain hurt Friday and Saturday night attendances at performances of Gainesville Community Circus in the Live Stock Arena. Innovations this season in the famous amateur circus include an International Pageant opening and improvements in the aerial and bareback riding acts. Wire-walking acts are also especially good this year.

Dallas engagement opened night of July 9, when C. V. Terrell, chairman of the Texas State railroad commission, blew the whistle opening the show. Performance was presented in five rings, and was cut to one hour and 15 minutes. An added attraction were Power's Elephants. Newspapers were so enthusiastic in their reviews and showmen praised the Gainesville show to the extent that one Dallas promoter proposed negotiations for a Madison Square Garden engagement in New York for the only amateur circus extant.

Returning to Gainesville on July 12, equipment was set up in the open air for a newsreel photographer to complete shots desired for his film. The show moves next to Ardmore, Okla., where it will open the Golden Jubilee Celebration of that city with two performances on July 23 and 24. Contract has been signed for appearance of the show at East Texas Fair, Tyler, in September for four performances, longest out-of-town engagement of the circus in its eight years' history.

De Pere-Green Bay Act Platform Has First Show

DE PERE, Wis., July 17.—New $7,800 free attraction platform on Brown County Fair grounds was dedicated on July 4 and 5 during an American Legion Post Celebration, when a record crowd witnessed free attractions, horse and midget auto races and a midway of independent rides and shows.

Acts included La Blonde Troupe, Cycling Kirks, Leo Demers, Matsumota Japs and Venetian Trio, and, said Clarence E. Riley, secretary, were a credit to the occasion. Elmer Bodart's rides were on the midway. Mr. Riley attributed success of the celebration to reduced admissions, adults being charged 25 cents while autos and children were free at gates, with 5 cents for children in the grand stand. Platform is 100 by 50 feet, surface of soft planking over an asphalt roof.

Concrete section with dressing rooms, comfort stations and scenery rooms provides facilities for 10 troupes and there is a large dressing room for choruses. All electrical controls are in a booth at top of the grand stand. Plan calls for installation of shower baths for performers. Exit from dressing rooms is provided at the rear with an inclined runway leading to the stage.

MONCTON, N. B.—Ronald McBeath, Moncton, has been appointed manager of 1937 Moncton Fair. Elected as executives are A. S. Gunn, president; R. H. Bannon, vice-president; George Filliter, treasurer; H. D. Lockhart, secretary.

W. HORACE JOHNSTON, secretary of Columbia County Fair, Portage, Wis., is opposed to plans for a free gate this year. Having been in charge of the firemen's Fourth of July Celebration on the grounds with a free gate and big crowds which did not patronize the grand-stand enough to make a financial success, he declares that the 1937 fair should have a pay gate. Because of public demand, a grand-stand revue will replace horse racing.

Texas Annual Is Enlarged To Comprise 10 Counties

GRAHAM, Tex., July 17.—Young County Fair, which has operated here 14 years as a one-county exposition, has been changed to a district proposition to serve 10 counties and name has been changed to North Central District Fair of Texas, to include Young, Archer, Wichita, Clay, Wise, Jack, Palo Pinto, Stephens, Throckmorton and Baylor counties.

County and home demonstration agents in all these counties are arranging for their club members to exhibit at the district fair. General exhibit departments have all been expanded to properly care for the expansion program in effect this season.

The plant has been enlarged from one building four years ago to 11 exhibit buildings. Full entertainment program has not yet been completed. One feature will be a one-act play contest. Officers are G. O. Cozart, president; D. F. Ford, A. B. Eddleman, vice-presidents; James G. Staples, treasurer; J. C. Watson, manager.

Profits Into Albion Plant

ALBION, N. Y., July 17.—After a period of deficits and having made profits the past four years, Orleans County Fair board, President Earl Strickland, Vice-President Glen P. Clark, Treasurer James H. Ryan and Secretary Wilbur W. Mull, has been building up track and buildings. This season the floral hall is being reroofed and main entrance and fences are being repainted. Strates Shows have been booked for the fourth year and Milt Hinkle's Texas Rangers Rodeo will be a night free attraction. Horse racing will be given daily, horse-pulling contests on Friday and Saturday and fireworks Saturday night.

WEATHER HITS——

(Continued from page 45)

Palace Revue and there the matter stands.

Highlight of the week was the program broadcast from the new Gulf Radio studio, which was Paul Whiteman's part of the nation-wide broadcast on NBC of a memorial to George Gershwin, who died the day before the broadcast. Gershwin's *Rhapsody in Blue* was featured on Whiteman's part of the program, with old and new hits of the late composer.

Candid Camera Awards

Fridays have been designated by Manager James F. Pollock as children's days, same as last year. Children, between 5 and 12, if accompanied by an adult, are admitted to grounds for 10 cents. Kids' admission is 25 cents at other times. Those under 5 are admitted free.

Each Monday night is to be Candid Camera Night at the second show at Casa Manana. A contest will be held weekly and prize awarded for best shots of show. Boyce House, publicity director, is to judge pictures.

A new ticket booth in front of the Melody Lane show should aid business, as former built-in ticket windows were hard to find. New entrances also are being used. This building, which housed *Jumbo* last summer, has always been the hardest building to get into and it has always trailed other shows in attendance. Only midnight show now is at Pioneer Palace.

Cafe Task Is Big

Edward J. Moriarity is manager of all catering interests for National Hotel Management Corporation, with this staff: John J. Tucker, manager of Pioneer Palace; Albert Vance, assistant; Edward Baboock, manager catering in Firefly Garden; Tom Moore, at Pioneer Palace last year, managing Chuck Wagon; Nino Bagnami, maitre d'hotel, Casa Manana; Emil Belin, chief wine steward; Andrew Kitchar, head chef; Jack Aronson, manager of package store adjoining Casa Manana; Emma Lasater, secretary; J. O. Cornette, auditor.

Probably the biggest cafe task in the country is handled by this company at Casa Manana. Table service is provided for more than 3,000 at the cafe-theater. More than 200 are used in kitchens, including 70 cooks. Casa Manana receipts this year are said to be about one-third less than they were last year because of the ban on mixed drinks enforced by State liquor agents. Last year all spots made neat profit on drinks as well as on food.

Turf Catering Company, which has eat and drink stands, as well as watermelon garden, Iceland and beer garden, has contributed much to the midway, not only in attractive stands but in entertainment for customers Manager W. B. (Bill) Wolkin has provided. Beer garden across from thrill show offers playing and singing by cowboy entertainers, Bill, Bob and Don Beeman. Small dance floor has been installed in the Turf's Watermelon Garden across from Melody Lane and a five-piece Negro orchestra plays for free dancing. Ethel LaGrande has been giving her trick rope act here. George Hart is manager here for Turf Company. Attractive girls in Mexican costumes attending drink stands and selling show programs are in charge of Matt Graham.

Princess Yvonne Arrives

Robert Alton, dance director, left after giving Pioneer Palace Revue new dance routines and finale. Irving Strouse is Paul Whiteman's new press agent and personal representative. Manuel King, youthful lion trainer in the thrill show, and California Varsity Eight from Casa Revue, appeared at Junior Chamber of Commerce luncheon this week.

Galen Gough's contract with the Fiesta has been canceled by mutual consent, he having been out of the thrill show a week, after he was injured by truck used in the strong act. This left the thrill show with five acts. Princess Yvonne, mentalist, and her husband, Doc M. Irving, came into the Fiesta on July 11 for an indefinite stay.

J. R. Wilkinson is with Jimmy Gavett's photo shop. Noel Rosen is now stationed at the old-fashioned photo gallery on Sunset Trail. Frank Hill, who assisted Gene Berry at guess-weight scales last year, is assisting Ben Himelstein, Murray Goldberg's scale man, this year. Ed Konetchy is backstage manager at Melody Lane. William Glen Johnson, brother of Albert Johnson, designer of the show, also is with Melody Lane.

PAINT, PALMS——

(Continued from page 45)

covered up by profusion of palms and flowers.

Among notables at the inauguration were Ambassador Bullitt, General Pershing; Edmond Labbe, head of the exposition; Thomas J. Watson, commissioner general of the United States; members of the American colony and French officials. A French military band and a detachment of Republican Guards in dress uniforms enlivened the ceremony.

Despite the military band and free champagne at the United States Building attendance at the exposition on Sunday was only 184,145, as compared with 263,000 on the preceding Sunday. Many competing events were held largely responsible for the slump. Construction is advancing, with grounds and buildings approaching completion. All sections of the exposition are now open to the public with only a few gaps remaining to be filled.

STATESVILLE, N. C.—Iredell County Agricultural Fair, Inc., here has received a charter from the secretary of state. Authorized capitalization is $100,000 and incorporators are given as Hugh G. Mitchell, C. O. Hadley and S. H. Houston, all of Statesville.

Fair Breaks

By CLAUDE R. ELLIS

LIKE the federal tariff and prohibition, the free-gate question has about proved itself to be a local issue. That is, unless a board, determined to establish a free fair regardless, is willing to spend several years in its buildup and developing the other sources of revenue which must make up for missing gate receipts. Once a free fair gets 'em coming in big numbers, concessioners and exhibitors can not object to a jacking up of space rates if the business is there. How true it is that some fairs are cheaper at $20 a foot than others at $5! And free fairs that have big parking space get thousands of cars at a quarter apiece. Like Anderson, Ind. There are some town that are just naturally free-gate spots. Just as in the days before carnivals had all put on gates there were "gate towns," where the public almost insisted on paying to enter a still-date midway. Like Duluth, Minn. Two fair boards in Wisconsin have just decided that a free fair is not for them. In Portage and Platteville they sponsored Fourth of July celebrations on their grounds with free gates, as an experiment looking to lifting of the gate charge at the fall fairs. The folks came out in great numbers, it seems, but didn't give the pay grand stand a tumble. Just kept coming in and going out and spent nothing except the afternoon and evening. This has thrown a chill into the free-fair advocates. But whether it was a reliable test is something else again.

CLAUDE R. ELLIS

WHY, O WHY, do so many in outdoor show business have to be such dumb scholars? But some are not. The teachers (Mr. and Mrs. Public) are rapidly and rightfully moving these to the head of the class.

DON'T look now, but that distinguished appearing gentleman who came down the gangplank is Maurice W. Jencks, president of the International Association of Fairs and Expositions and manager of Kansas Free Fair, Topeka, back from a trip to Europe. He'll have something interesting to say, too, you may be sure.

SO THE Ohio boys can't take it—or can they? For a couple of years they have been belly-aching about the quarter gate at the State Fair, put on in 1932. Seems most of them go for 35 and 50 cents and hollered that many of their prospective patrons were passing up their county shows, preferring the big two-bit annual in Columbus. Midsummer conference of Ohio Fair Managers' Association resoluted that the State Fair gate should be hoisted to 50 cents for adults. And that was done by the State board on July 12. It is probable there will be a couple of 25-cent days, tho. So results on attendance of the gate tilt will be watched with interest. And also, no doubt, by concessioners, exhibitors and Mr. Gooding, who has the rides. If the four-bit fee helps the county fairs, will it also be an asset to the big one?

George A. HAMID INC.
"wonder attractions"

We are proud to announce publication of a full page in the American Weekly of July 18 (6,000,000 circulation) published simultaneously in 17 Hearst Sunday newspapers throughout the United States. Article is on Hamid and Hamid thrill acts, including text and photo layout on "LUCKY" TETER and his HELL DRIVERS, the Cavalcade of Fury. Bona-fide attraction prospects will be sent a copy of this page on request. Publication was national, but we list the Eastern cities in which the page appeared — NEW YORK, BOSTON, BALTIMORE, WASHINGTON, SYRACUSE, ALBANY, PITTSBURGH, ROCHESTER and 9 other papers.

1560 Broadway
New York, N.Y.
Bryant 9-2410

IT HAS been commented that it is easy enough to sit in offices and find fault—that some critics do not ever go on the road. But it also must be remembered that those on the road generally move too quickly to get real reaction on their methods and conduct. This often comes later to those who have troupers' interests at heart and are alert to defend them while they are going on, making the same old mistakes.

THEY used to tell of a big-hearted fair manager who at times became especially convivial and during those periods he hired so many free acts that he had trouble placing them when they all showed up. So some of his friends were only mildly startled when they noted that a capable and personable feminine whistling soloist was working down in the sheep sheds!

W. R. (BILL) HIRSCH, secretary of Louisiana State Fair, and J. W. BATEMAN, agricultural extensionist, of the State University, prepared essays for publication in newspapers all over the commonweath ballyhooing the coming State fair. . . . DR. L. B. WOLFE, secretary of Harrison County Fair, Corydon, Ind., 15 years, says that annual hasn't missed a year in the 78 since its incorporation and never failed to pay a premium. . . . That was RAYMOND A. LEE, secretary, with a hammer and saw in the throes of that big building program on Minnesota State Fairgrounds. . . . HARRY KAHN, hustling pilot of Auglaize County Fair, Wapakoneta, O., is nothing if not versatile. Latest stunt is at the mike for Ohio circuit of horse-pulling contests. . . . What has become of the old-fashioned fair sec who wore a rosette official badge as big as a dinner plate? . . . And the one who liked to ride about the grounds, especially in front of the grand stand, on a swaybacked horse, his annual equestrian stunt? . . . Secretary R. P. (BOB) BUCKLEY, Bad Axe, Mich., and Secretary JULIUS CAHN, Luxemburg, Wis., like to get tired enough during their annuals to need a Florida vacation.

Add Ground in Gordon, Neb.

GORDON, Neb., July 17.—For the 1937 Sheridan County Fair here a new floral hall is under construction. Grounds are being enlarged and improved. Association has just completed a deal in which it acquired about four acres adjoining the present site which will help relieve congestion on grounds. Lots of enthusiasm is being shown, reported Secretary F. B. Fitch.

Grand-Stand Shows

UPPER Peninsula State Fair, Escanaba, Mich., will have Barnes-Carruthers' *World on Parade* revue, harness and running races and a world's championship log-rolling tournament.

RITA AND DUNN, high wire, with elephant stunt; Christy Duo, rolling globe and juggling; Dyer and Moore, comedy rings, and Fearless Tommy, high trapeze, were at Boswell (Ind.) Fair on July 3-5.

IN ADDITION to other large Virginia Fairs, Smith's Superba Band has been booked for Staunton (Va.) Fair, reports Manager Hugh M. Smith.

JE RANCH Rodeo, Jimmy Eskew directing, will play New York State Fair, Syracuse, this year for the George A. Hamid office, and not Milt Hinkle's rodeo unit, as stated in a previous issue of *The Billboard*. Eskew has been re-engaged by Hamid to furnish entertainment in front of the grand stand largely because of the popularity the unit enjoyed at the fair last year.

ADDITIONAL fairs recently contracted by Neeld's Concert Band are those in Kearney, Neb.; Duquoin, Ill.; Charleston, Ill., and Ithaca, Mich., reports Conductor James Neeld.

FOUR units, produced by Henry H. Lueders' United Booking Association, will play fairs in Fowlerville, Mich.; Wayne, Mount Pleasant Gas and Oil Exposition, Yale and Standish, Mich.; Portman, Ind.; Corunna, Bax Axe and Ludington, Mich.; Delphos and Wapakoneta, O.; Croswell, Marne, Traverse City, Ann Arbor and Cadillac, Mich.; Montpelier, O.; Imlay City, Mich., and Paulding, O. Several other dates are reported practically closed. Two large units are *Rhythm in Moonlight* and *Cavalcade of Stars*. The two smaller units are *Fads and Follies of 1937* and *Parisian Revelers*. Acts signed include Rose Sisters, Harmony Four, Three Steppers, the Calvins, Henry Niser, Dubell's Pets, Armstrong, Jimmie and Carrie Hughes' Dogs; Allen, Linda and Aileen; George Cook's Funny Ford, Sam and Jennie, Adja Baba and Company, Rochelle Trio and Bert Nagle and Girls.

Nevins on Hamid Staff for Trenton

NEW YORK, July 17.—Bert Nevins, publicity director of Palisades Amusement (N. J.) Park and of other amusement and commercial enterprises in New York and the East, came out of a huddle with George A. Hamid this week with a contract to assist in publicity handling of New Jersey State Fair, Trenton, of which Mr. Hamid is director for the second consecutive year.

Nevins, who will work with Leonard Traube, publicity and advertising manager of the Hamid enterprises, will concentrate on stunts, tieups and general exploitation. He will start his campaign early next week, beginning work on a number of tieups on a Golden Jubilee theme. Fair is celebrating its 50th anniversary this year, having been incepted in 1888. Traube will work out of New York on general publicity and national space.

Ed Connelly, press adviser to Gov. Harold G. Hoffman of New Jersey, who will be third member of Trenton's publicity staff, will supervise local publicity and tieups and assist Resident Manager Harry E. LaBreque in receiving newspaper men, cameramen, etc. All three, with another, whose name has not as yet been revealed, will be in attendance on the grounds during fair week.

Several tieups with New Jersey and New York department stores are being worked out and the Pennsylvania Railroad, which runs into Trenton and maintains spur rights to the fairgrounds, is being approached to move its historical coach and sleeper exhibit, currently at Penn station, to the grounds for the Jubilee theme.

THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT
Available for Fairs, Parks, Celebrations.
Address Care of The Billboard, Cincinnati, O.

PENNSYLVANIA'S
LARGEST STREET FAIR
OCTOBER 13 - 14 - 15 - 16, 1937
1936 Attendance Over 100,000.
Rides, Shows and Concessions. First come, first served. All contracts must be closed on or before August 15. Positively no exceptions. Write or wire.
IRA E. FASNACHT, Chairman, Ephrata, Pa.

WANTED
Concessions, Games, Blanket Booths, Candy, Pop Corn, Shows, all kinds legitimate Concessions. 800x200 ft. Midway.
Palmer Fair, Oct. 8 - 9
On Old Fair Grounds.
Sponsored by Veterans of Foreign Wars Post No. 1813. Address HOWARD W. MOORE, 282 South Main Street, Palmer, Mass.

WANTED
Loop-o-Plane, Concessions and good, clean Shows at THE SOUTHERN IOWA FAIR, at Oskaloosa, Ia., August 16-21. New organized Fair. Expect 50,000 attendance. Write K. VER PLOEG, Supt. Concessions, Oskaloosa, Ia.

WANTED
Rides, Carnival and Concessions for 17th Annual Exhibition, Fulton County Fair, September 14- McConnellsburg, Pa.
Write LLOYD W. MELLOTT, McConnellsburg,

RHODE ISLAND STATE FAI
6 DAYS 6 NIGHTS | A. N. PECKHAM, Manager
Kingston, Rhode Island
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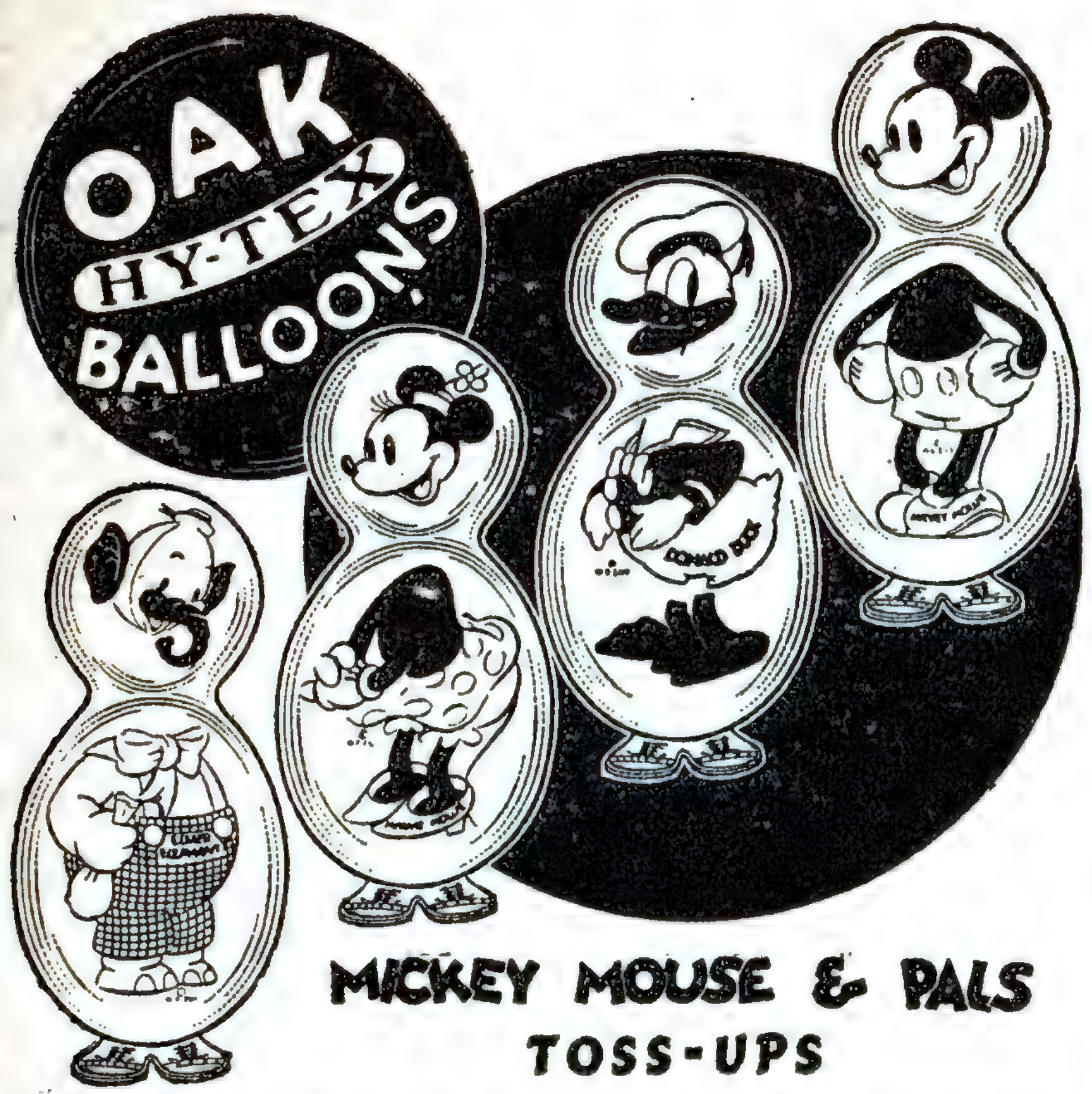
WANTS
RIDES — LEGITIMATE CONCESSIONS — CLEAN SHOWS
Give Full Particulars in First Letter
IDEAL LOCATION! LARGE STATE APPROPRIATION! EXTENSIVE ADVERTISING! GEO. HAMID ATTRACTIONS!
$1,000 STAKE RACES! FIREWORKS!

WANTED RIDES, SHOWS AND CONCESSIONS
Positively No Racket! Merchandise Games Only.
UNDER NEW MANAGEMENT (New Owners and Directors).
THE NEW ALTAMONT FAIR
ALBANY AND SCHENECTADY COUNTY FAIR,
AUGUST 23-24-25-26-27-28.
6 Days and 6 Nights.
Positively not a promotion—Strictly Agricultural.
Address all communications to
ROY F. PEUGH, Secretary Altamont Fair, Altamont, N. Y. Phone: Altamont 111.

THE GREAT LA PORTE COUNTY FAIR
(No Failure In 30 Years)
AUGUST 24-28, INCLUSIVE — 5 DAYS AND 5 NIGHTS.
Can place a few Concessions except Games which are exclusive with the Johnny J. Jones Shows. This will be the biggest and best County Fair in the Middle West this year. Conditions never better. J. A. TERRY, Secretary, La Porte, Ind.

WANTED CARNIVAL
TO PLAY GENTRY COUNTY FAIR
Albany, Mo., August 30 to September 4
6th Annual Fair—Great Spot—20,000 People Daily—$1,500 Given in Premiums. Wire H. C. McCOY, Director of Concessions.



MICKEY MOUSE & PALS
TOSS-UPS

Mickey and Minnie Mouse, Donald Duck and Elmer Elephant—a quartet that is popular with the public and profitable for you.

Ask your jobber, or us, for full details.

The OAK RUBBER Co.
RAVENNA, OHIO.

CONCESSIONS WANTED
PIKE COUNTY FAIR
GRIGGSVILLE, ILL.
JULY 26 TO 30.
Free Gate at Night.
WANT clean Stock Concessions. No strong joints.
NO EXCLUSIVE. COME ON.

WANTED CARNIVAL
RIDES AND CONCESSIONS, for the
PLATTE COUNTY FAIR
September 1, 2, 3, 1937.
WALTER FOX, Platte City, Mo.

WANTED!
CARNIVAL or RIDES
and CONCESSIONS
For 6-Day County Fair at
MEYERSDALE, PA., SEPT. 6 to 11
ractions booked include B. Ward Beam's Dare-
Act, Pageant by John B. Rogers Co., Glenn
s Revue and Bob Lafollet's Rodeo.
P. BROWN, Secretary, Meyersdale, Pa.

WANTED
LEGITIMATE CONCESSIONS.
HARRISON COUNTY FAIR
August 23-27, Corydon, Ind.
DR. L. B. WOLFE, Secretary.

COLORED FAIR
Second annual Fair. Grounds at W. 21st St. and Northwestern Ave., Indianapolis, Ind. Sponsored by reliable organizations. First-class rides. No gate. Admission free. Nights July 27, 28, 29, 30, 31. Can use some clean Concessions. Concession agent on grounds during week of Fair. Address MANAGER OF CONCESSIONS, 4401 E. 10th St., Indianapolis, Indiana.

WANTED
o Play the BEN HILL COUNTY FAIR, FITZ-ERALD, GA., a real railroad show of merit, with eal people. Would like to book about the mid-le of October. Hot spot. Plenty money this year. Vire or write HOMER WATERS, Secretary.

WANTED A CARNIVAL
With or Without Free Acts for
COUNTY FAIR, SEPTEMBER 2 to 6
ddress SECRETARY of the Jackson County Agri-ultural Fair Association, Ripley, W. Va.

Hutchinson County Fair
Wants Concession and Shows
TRIPP, S. D., SEPTEMBER 7-10
nly Legitimate Outfits need apply. We have rides. ook direct with Secretary. Address SECRETARY, ripp, South Dakota.

WANTED
ARGE CLEAN CARNIVAL
LOGAN COUNTY FAIR,
AUGUST 10, 11, 12, 13.
New Fair, Big Layout, Lots Interest, a Real Spot.
L. B. SHROYER, Secy. Concessions,
Logan County Fair Association, Lincoln, Ill.

Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Gate Upturn Has Started

Attendance better as rain lays off—special midway tickets are put on sale

CLEVELAND, July 17.—With attendance of 183,043 for seven days, Great Lakes Exposition begins to feel that the tide is starting to turn, particularly since rain has been less frequent and only two cloud-bursts have been unloosened to soak everything in sight. July 10 saw attendance of 45,058, second best Saturday of the season, being exceeded only by opening day, May 29, with 59,092. Sunday came thru with 43,161 and Monday added 20,624, third best Monday of the season, being beaten by the first Monday, May 31, and Monday, July 5, when the holiday crowd was rampant. Concessioners are beginning to feel more optimistic. Weekends are bringing business, tho week days are not so hot. In another week, expo heads are convinced, business will have assumed a more healthy complexion.

One of the efforts to build admissions along the midway and Streets of the World is a special midway ticket selling for $1 with a value of $2.65. Admissions are good for 13 of 24 attractions. Special ticket booths have been placed near the overhead bridge and I. B. McCoy and Al Ross delegated to handle sales.

Given Military Touch

Another buildup is in Streets of the World, where special attention is being devoted to the vaudeville performance in the International Circle. Current bill has Phil and Dottie, novelty act; Bob White, Whistling Doughboy; Ballard and Rae, knockabout turn; Jack and Jay, xylophones and bells, and Bulson and Tamara, comedy ballroom knockabout turn. Coming next is another lineup of variety headed by the Alexanders, ball bouncers; Nikolas and Sylvia, adagio dancers; Malania, gypsy turn; Tom and Verne Cowan, knockabout novelty act; Malania, contortionist, and Belmont Brothers, hoop rollers. Johnny Gower and his band continue to furnish music for main gate bally and vaude which follows.

A touch of the military was given on Tuesday when Major General William E. Cole, commanding the Fifth Corps Area, U. S. A., came to inspect Company C, 11th U. S. Infantry, from Fort Benjamin Harrison, detailed at the expo for the summer. General Cole arrived with his aid, Capt. Foxhall Sturman, of the Coast Artillery Corps. He was received by Lincoln G. Dickey, general manager of the exposition; Associate Directors Peg Willin Humphrey and Almon R. Shaffer, Capt. Don Riley and Lieuts. Thomas Clifford and Curtis Herrick. Monday night General Cole was entertained by officials and officers at Billy Rose's Aquacade. Tuesday noon he was luncheon guest of Dr. Nicola Cerri, United States commissioner general at the exposition, in Santa Lucia Cafe in Streets of the World, where an Italian meal was served. Well known in the show world, Mr. and Mrs. Felix Blei came to spend a month looking over the exposition. They were entertained by Mr. and Mrs. Frank D. Shean on their first night, being given a view of the exposition in general. They were guests of Hargrave & Reicher at a performance of *The Drunkard* and afterwards were taken to the Pioneer Palace to view the Billy Rose show.

Pirchner Has New Show

Saturday's crowd was undoubtedly built by appearance of James Melton, Tom Howard and George Shelton, Jane Pickens, May Robson and Jean Muir. Melton arrived Saturday noon and made a tour of principal streets, accompanied by Associate Director Peg Willin Humphrey. He brought an automobile of 1910 vintage, painted a fiery red, with which he paraded thru Cleveland. Radio gang came to present the Sealtest Sunday House program at Sherwin-Williams' Radioland Sunday afternoon. Attendance was further boosted that day by between 17,000 and 20,000 Goodyear employees and families. Executives of the company were guests at Recess Club and at Aquacade. General Manager Dickey bestowed a gold medal for distinguished service on Paul W. Litchfield, of the Goodyear Company.

Attendances

Previously reported	1,041,741
Thursday, July 8	15,666
Friday, July 9	17,524
Saturday, July 10	43,058
Sunday, July 11	43,161
Monday, July 12	20,624
Tuesday, July 13	15,005
Wednesday, July 14	16,495
Total for 47 days	1,213,274
Days to go	54

Monday drew more than 500 youngsters when Cuyahoga County 4-H Clubs came. Forty-five clubs were represented and were ushered thru grounds under direction of Gabriel Simon, 4-H Club agent, and his assistant, Miss Edna Weston. It was Children's Day as well, with youngsters under 12 years of age being admitted at a 5-cent rate and with special events staged to entertain them. Foremost of these was a figure skating contest for boys up to 12 and for those from 12 to 14, with similar classes for girls, held at Winterland, with Evelyn Chandler, husband Bruce Mapes, Walter Arian and Frances Johnson as judges.

Herman Pirchner inaugurated a new show on his Show Boat, with a line of yeomanettes and a new assortment of acts. Holly Leslie and Jack LaMont add some salty touches for fresh-water sailing with a series of blackouts with chorines doing hornpipes between. Mildred Smith is an operatic coloratura. Fanchon and Fanchon, father and daughter, offer an acrobatic novelty. Bromley House, of WTAM, adds a pleasing baritone and furnishes comedy with LaMont and Holly. L. Nazar Kurkdjie furnishes music.

City Delegations Coming

Preparations are on for reception of Postmaster-General James A. Farley, who arrives on July 25 to participate in celebration of Post Office Day. Special events planned by Elwood T. Bailey, director of special days, include appearance of Cleveland's famous Letter Carriers' Band. A delegation of Cleveland and Ohio congressmen, headed by United States Senator Robert J. Bulkley, will participate.

On successive Sundays, starting on August 8, delegations from Detroit, Chicago and Pittsburgh, headed by their mayors, will come for special days. On Wednesday 150 orphans from Akron were brought as guests of "Tarzan" Weissmuller and Eleanor Holm Jarrett at the 3:30 performance of Billy Rose's Aquacade. Transportation and lunch boxes were furnished by Sam Real, manager of the Olmsted Hotel, who the week before did the same for 400 orphans and cripples from Cleveland institutions. Residents of Willard, Norwalk and Tiffin also observed the day as their own.

Another publicity stunt has been started thru a hookup with WHK-WJAY. Program Director John T. Vorpe and Mendel Jones arranged with Floyd Zimmerman for a series of swimming lessons by microphone. Zimmerman, who helped drill the crack swimming chorus at the Aquacade, will do the broadcasting. Shep Fields and his band come for a stay of four days, starting on Monday. On July 23 Roger Pryor brings his band for a fortnight's stay.

Ross Has Detroit Program

DETROIT, July 17.—Response of exhibitors and entertainment features of merit from the entire State to the announced new management policy, under direction of Frank N. Isbey, has been gratifying, it is announced. Every major industry in the State and many public service utilities will be represented by exhibits. Dr. Galen Starr Ross, educational director, announced appointment of a good-will educational committee of national prominence. Committee will meet each week under chairmanship of Dr. J. S. Thomas, president, Chrysler Engineering Institute. Major events will be a Patriotic Sunday and Labor Day program, International Day and Inter-Club Civic Day Luncheon. Outstanding educational feature will be a State-wide high-school oratorical forum for seniors of the next school year. The two grand prizes will be one $500 scholarship for grand champion girl and the same for grand champion boy high-school orator. Musical and entertainment organizations will appear daily in the new shell band stand.

Lakewood Auto Races Draw

ATLANTA, July 17.—On July 11 John A. Sloan presented a postponed IMCA auto race program to more than 18,000, largest Sunday race crowd in history of Lakewood Speedway. While grand stand fell a bit short of July 4 receipts, general admissions mounted and throngs saw what was the greatest series of thrill events ever at a Southeastern Fair plant auto race.

Fair Grounds

SEDALIA, Mo.—As part of a repair and replacement program for Missouri State Fair the large agriculture building

(See FAIR GROUNDS on opposite page)

WANTED
Free Acts, Legitimate Concessions and Shows for
REYNOLDS FAIR,
SEPTEMBER 8, 9, 10, 11
ALBERT GEIER, Secy., Reynolds, Ind.

WANTED
Shows, Rides and Concessions for
AMERICAN LEGION STREET FAIR,
[illegible]

HUGHEY BROS.
SHOWS
Has Open Dates for Fairs and Celebrations, Illinois Territory.
5 Rides, 3 or more Shows, 16 Concessions. Address Manito, Ill., this week.

81st Annual Greene County Fair
FRIDAY, SEPTEMBER 3; SATURDAY, SEPTEMBEH 4, AND LABOR DAY.
DAY AND NIGHT, CARMICHAELS, PA.
Two Counties With 240,000 Population to Draw From.
Can still place High Type Rides, Shows and Concessions.
DAVE TRIMBLE, Masontown, Pa.

FREE ACTS---WANTED---FREE ACTS
KEOKUK FREE STREET FAIR AND CELEBRATION
DATES CHANGED TO WEEK OF SEPTEMBER 20—SIX DAYS.
Would like to hear from High Aerial Acts, High Wire-Flying or Casting Acts and a good High-Class Novelty Act. Nothing but the best need apply.
JOHN C. FRY, Secretary, Keokuk Chamber of Commerce, Keokuk, Ia.

best day. Stored my rides until fair time in August."

HEAT FROM sun and heat from some of concessions seems to be just about too much heat for some carnivals so they closed.

GEORGE HIRSHBERG, secretary Cetlin & Wilson, says: "Looks as tho "Love Bug" has surely hit shows this year, as there have been three secret marriages performed already this season. There are rumors of several more. Must have been rainy weather that show has had, which gave boys time to fall in love, or is it?"

BE SURE to get that letterhead before season 1937 is over. "My show!"

GIBSON AND GIBSON inform *The Billboard* from Rochester, Ind., that they have been presenting their performing cats and dogs as free acts since May 1 with Harris Carnival, but will start park, fair and celebration bookings soon. They also report that they laid off for a week's rest at Lake Manatan.

SEVERAL CARNIVAL MANAGERS and owners have decided that their organizations shall become better, but no bigger. This sounds like something or other.

JOHN T. HUTCHENS letters from Danville, Ill.: "After 14 weeks with J. T. McClellan Shows joined Ralph R. Miller Amusements. Engagement with McClellan was very pleasant from a personal standpoint and show played some prosperous towns under good auspices. That business was far from expectations was due entirely to weather conditions, first weeks being marred by rain. Fourth of July at Vincennes, Ind., was a red one for all on McClellan Show. It was biggest Fourth in 15 years for our museum."

THE LATE Kent Hosmer was never spectacular in his press work for Beckmann & Gerety. However, he was honest and conscientious in his work. He is missed by all who knew him. Rest in peace, Kent Hosmer.

A MAN in the show business who knows a thing or two about it says that very few carnivals in the East, strictly speaking East, having anything of real entertainment value behind their show fronts. The Mixer knows, however, that this does not apply to a few of the real outstanding independent carnival shows that are playing east, who have real shows that are seldom duplicated. Wake up, Eastern showmen!

HE CLIMBED A POLE: Leo Zacchini, 24, brother of Vittorio Zacchini, who is shot from a cannon on Dodson Shows, was injured when he climbed a 25-foot pole, slipped and fell Friday, July 2, while shows were in Ashtabula, O. He was taken to a hospital but later showed up on lot at Erie, Pa., and was getting along satisfactorily, Dave Carroll, press agent for shows, reported. He hails from Tampa, Fla.

IF RED ONION thinks he wrote show business he is off his nut. However, Joe Hep (Charles McDonald) and Dr. Grouch (late Arthur Davis) did a pretty fair job of it when on job long years ago.—Tillie Few Clothes.

C. W. CRACRAFT, the well-known general agent, arrived recently from New York and visited his home in Covington, Ky., for a few days on business. He visited *The Billboard* offices last week and then left for the East. It is bruted about in some parts that C. W. will have an important announcement to make before the season has advanced much further. Cracraft happens to know his business quite well.

IT IS my opinion that there are some concessioners who should be suffering right now with a good fresh punch in the nose. Wonder how they expect to get money from customers they insult.—Soapy Glue.

GEORGE E. MATTHEWS letters from Galax, Va.: "Mr. and Mrs. George E. Matthews, latter professionally known as Madam Zetta, mentalist, and Professor Milo, magician, who had Side Show on Crystal Exposition Shows, have taken over Side Show on World of Fun Shows. Besides acts mentioned above Milo presents Patsy, movie dog, and six-month-old dog, "Lucky," that does 32-foot ladder; electric chair, Punch and Judy, fire and glass eating, torture dance, sword box and Babette in annex. Jack Holder is on tickets."

WELL WE can still note that there are a whole lot of carnival managers and owners who do not get peeved over trifles as some do. This would seem to indicate that success has not gone to their heads.—Wadley Tif.

HAVE YOU noticed how Sol's Liberty Shows have been forging to front in recent years? Sol Solomon may be headed toward becoming "Royal American" style of motorized carnivals.

"HAMMER MIDWAYS!" Some midways seem to be laid out with a hammer. The method seems to be that lot man takes a hammer and throws it to a spot on lot and tells show owner to locate where it falls. He then picks hammer up and tosses it to another spot and from there to other places for free act and concessions. A well laid-out lot is most essential to appearance of a midway. Few in business that can balance attractions as they should be.

SEEMS THAT a great number of men are operating shows, rides and concessions, have bands, free acts and present fireworks as an amusement unit, yet they contend they do not have a carnival. Wonder just what it is they have.—Wadley Tif.

W. E. BROWN letters from Dearborn, Mich.: "William Bahnsen, of Bahnsen's Lion Hippodrome with Happyland Carnival, was tendered a birthday party on July 14 while at Dearborn Day Celebration. This was third year that this event has taken place on same spot. Following attended: Mr. and Mrs. William Bahnsen, owners; Neil Groce, mechanic, and Mrs. Groce; Mr. and Mrs. W. E. Brown, calliope and tickets; Paul Carpenter, trainer; Jack Brown, bear wrestler; William Pace, Joe Hishom and Frank Fabyancic, canvas men."

BECKMANN & GERETY have added cars to their train and are adding many new features to their carnival attractions. This show built about 18 new wagons in winter quarters and many more since taking to road. Fred Beckmann gets up every morning and goes to lot to personally superintend building operations. He knows how show property should be constructed. When it comes to building fronts Barney S. Gerety is there, as can be seen by chromium front of "Fountain of Youth" show, which is just one of new fronts this show built in winter quarters under direction of Barney S.

WITH A motorized carnival one must have a spare tire or two, even if there is no money in the office wagon.

NOW COME FAIRS: At a great number of fairs carnival owner and manager has absolutely nothing to do with sale, locating and operation of concessions. This division is entirely up to fair association and fair secretary. Yet in many cases carnival manager is charged that he is permitting gambling at fairgrounds, when there is gambling, simply because he does not think it necessary to inform local law and newspapers that he has nothing to do with concessions at fair and that carnival manager is only furnishing rides and shows as case may be.

SIDNEY AND MILDRED PERSSON letter from Pawnee, Okla.: "Since leaving burlesque have been operating girl shows on T. J. Tidwell Shows and carnival. This makes our fifth year on here and we have had from two to three shows each season and with only one exception all have proved pleasant and successful. Tidwell Shows are well established in this territory, present a good midway and enjoy good business. We have a lot of friends in tabloid and burlesque. Know Bill Sachs, Vern and Dora Phelps, Harry Harris; Frank Wakefield and daughter, Marion; Rex Jewell and Tommy Symore. We have new Covered Wagon trailer."

SEVERAL CARNIVAL owners found out this past Fourth of July that it does not pay to split show into two units to play "that" celebration date.

OAKMAN AND MASON, of Wilson Shows, letter from Gibson City, Ill.: "A birthday party was given Mrs. Ray Wilson after closing hours on midway Thursday night, July 8. Affair was held in bingo top. A birthday cake and refreshments were served by ladies. A program of music, tap dancing and speeches was staged and Mrs. Wilson was given several useful presents by members of show. Those present: Roy Wilson, Lois and Buster Wilson, J. P. Wilson, Mr. and Mrs. George Christian; Dorothy Gruber, bride-to-be of John Scott; Ike Oakman, William E. Mason, Doc Staunton, George Wilson, Chris Long, Cloyd Greenwalt, Ted Bair, Mr. and Mrs. Ralph Mossey, Bud Diamond, Otte Valentine, S. Phillips, Mr. and Mrs. J. C. Cady, Mr. and Mrs. Charles Davis and Ed L. Hienz."

AGAIN WE call carnival concessioners attention to that game called "Fascination."

SOME CARNIVAL MANAGERS have press agents for the specific purpose of mooching space in the newspapers by giving out passes. They never seem to think that advertising in newspapers is a good investment and not an expense. Yet the press agent is supposed to go on and on mooching space and kidding newspaper circulation managers by entertaining the newsboys. Why can't most carnival owners and managers wake up and be business men? Then they tell how many friends they left in certain towns. Business is business and mooching should have no part in business transactions. Circuses do not do this mooching thing. If they did there would be no circuses.

IT IS too bad that so many talented people drink and that so many hard-working efficient carnival men in general are not paid the salaries that they had been promised when they joined dem operas.

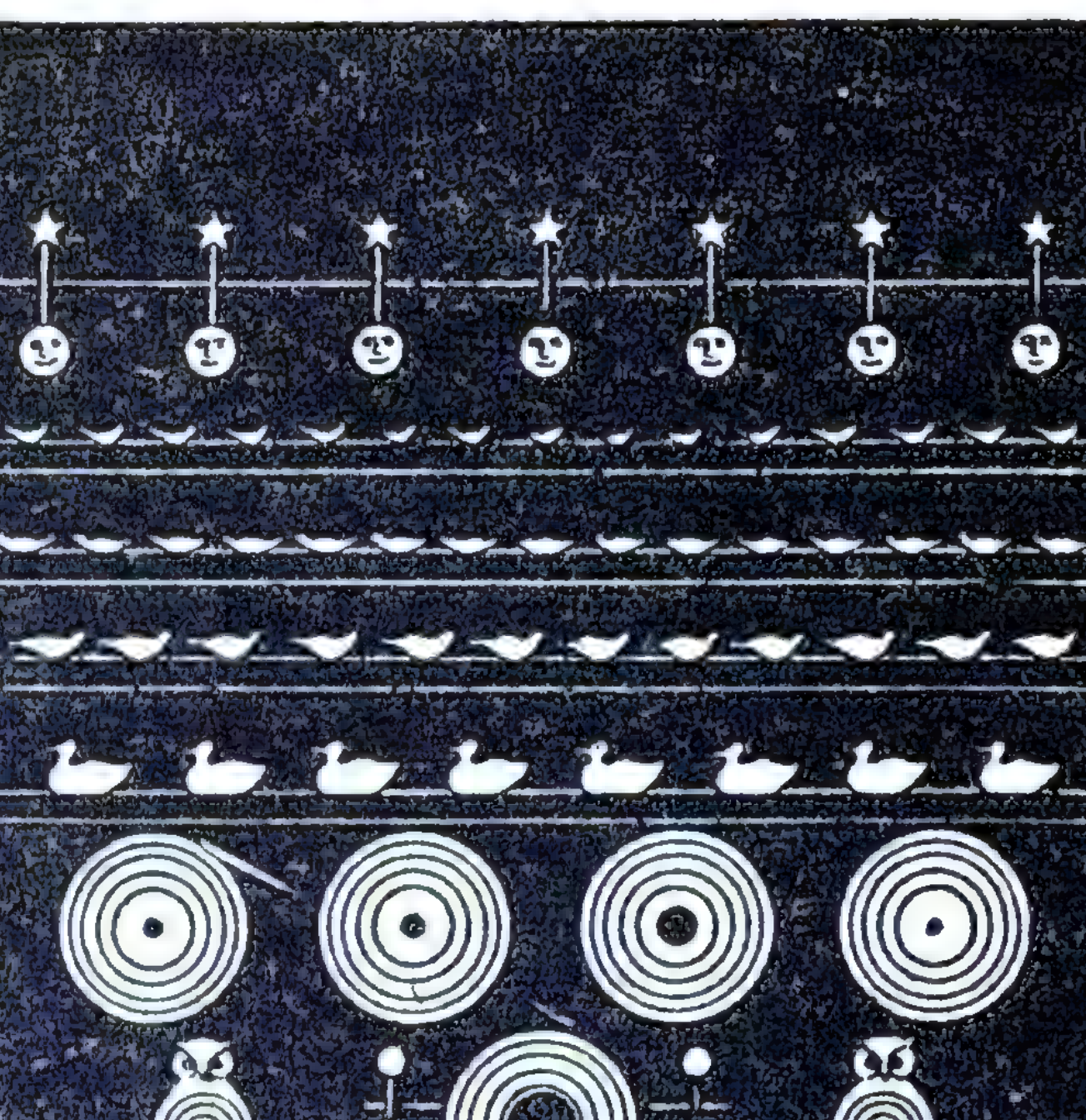
MURRAY MIDWAY Shows closed its tour recently following its engagement in Dayton, O. In speaking of this Jack Murray said in a letter from Tiffin, O.: "In the first place I played one of the worst bloomers I ever experienced. Another one of those things played under a committee with a set price, who promised fullest co-operation, and the most they gave was to send a member out the first few nights to collect their money. Another big reason was the fact that I was tied up with a ride man who wanted to muscle in on everything. Another was to clean off a lot of parasites and another was that my partners at the start neither kept their obligations. As it stands now I paid off everyone connected with the show. Am placing a few concessions with R. G. McHendrix, of the Majestic Shows. May open again about August 15."

IF ALL the showmen are going to have attractions at New York World's Fair, as they seem to have planned, what is going to become of carnival business? However, there is a rising young generation that may show some of the self-satisfied ones something.

TALKERS IN UNIFORM: Some seem to think that a talker is some kind of a freak and should be dressed up like a monkey or something. Ever see a talker with a paper minstrel high hat, flashy minstrel trousers and wearing a long duster with big buttons on it, paste diamonds in his tie and on his fingers? No! Well, *The Mixer* did. He went into a park recently and saw the talker on a midget show presenting such a spectacle. A talker is a salesman, and should be dignified and dressed as one, and not as a freak or clown. It is all right for them to wear business suits in the daytime and dress suits in the evening. Latter is proper. Former is ridiculous. So high-ho! Some so-called showmen do have funny ideas as to how their talkers should dress. Never mind, however, talkers with sweaters on or in their shirt sleeves with suspenders showing are taboo also.

MEN WHO have their business under control never seem to worry about it. Only those who do not know what it is all about

EVANS
MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.



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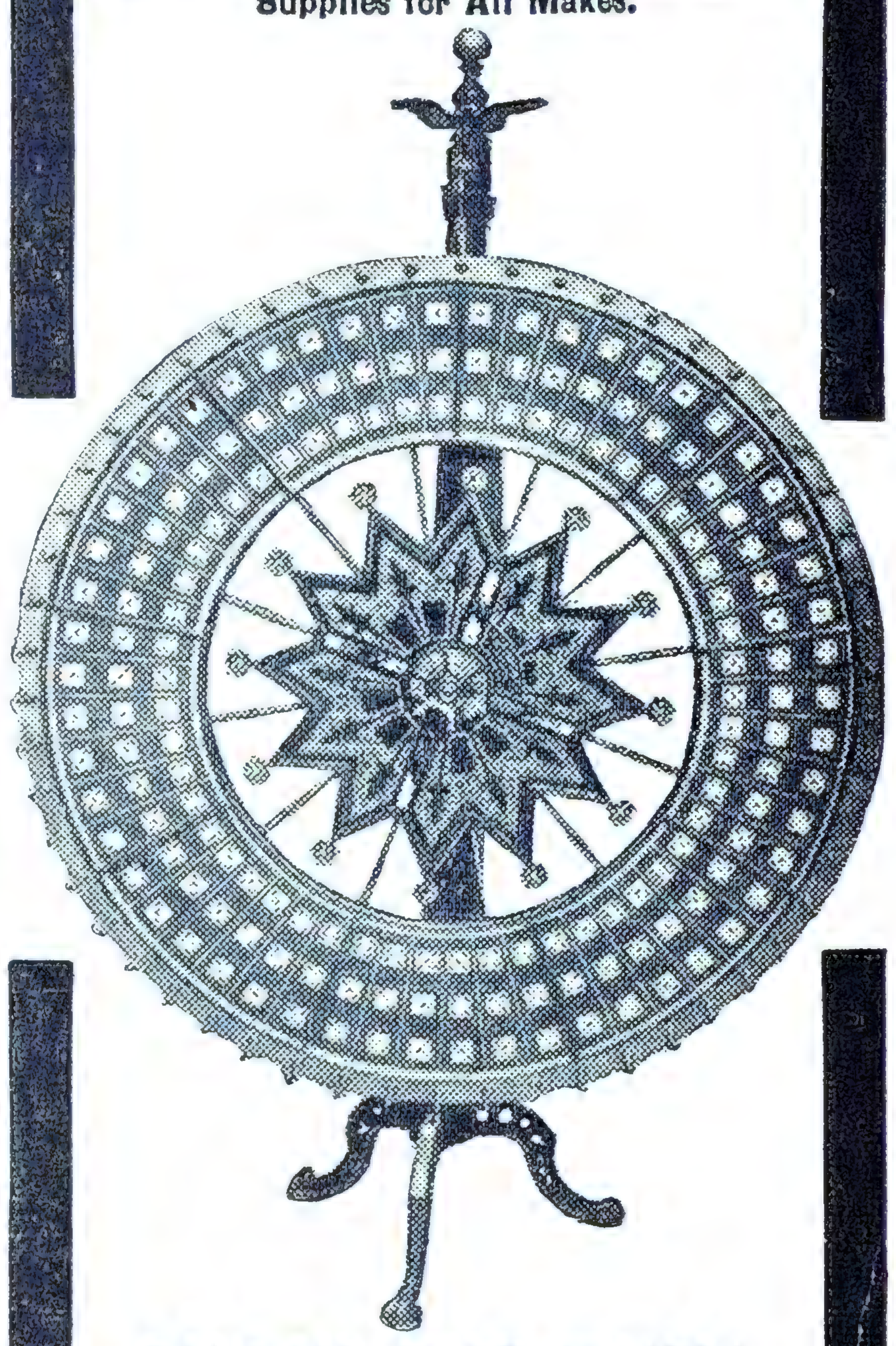
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.



EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.
PADDLE WHEELS of All Kinds $7.50 up
FREE CATALOG
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. C.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

PARK AND CARNIVAL Equipment

Write for It Today!
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

LAST CALL BEN WILLIAMS SHOWS
OPENING DATE, HALLOWELL, ME., JULY 29TH.
WANT TO BOOK—Fun on the Farm (Crazy House). Will take 40% and carry. We go to real territory for this type amusement. Also want Mechanical City—same terms. CAN ALSO USE A FEW MORE LEGITIMATE CONCESSIONS. Want Helper on Monkey Circus; also Ride Help. Those who can drive trucks preferred.
ATTENTION!
Train loads at 132nd Street and Lincoln Avenue (Harlem River), New York City—Monday, July 26. Passengers leave Grand Central Station 7 p.m., same day.
BEN WILLIAMS, 50-25 71st St., WINFIELD, L. I., N. Y. (HAvemeyer 9-2929)

LOADS ON ONE SEMI-TRAILER.
OCTOPUS
"World's Newest Ride Sensation."
60 UNITS
Sold to Date. Accepting Orders for Early Delivery
NOW
EYERLY AIRCRAFT CORP., SALEM, OREGON
ABNER K. KLINE, Factory Representative.

annoy themselves and all others around them about their business. This doesn't seem to be just right somehow.

"JUST A FEW LINES to let *The Billboard* know what is driving concessioners from carnival midways. I am a novelty concessioner and was wondering what was reason, so I wandered down among shows and rides on a certain carnival. There were six shows on this midway and each of them had high-powered loudspeakers. They were all either grinding, playing music or talkers were making opening and some were just simply making noises and all at one and same time. To cap all this there was a calliope in center of midway which was playing continuously, most of which was just so much more noise. Each and every one on a front was trying to outdo others in adding to bedlam. If I were a carnival manager I would not allow all this hub, bup de bub on my midway. My advice to concessioners is to join a show like this, but at same time they should get X on aspirin. Yours respectfully for good old-time talkers who could talk."—Happy Atwood.

OFTEN WONDERED why so many concessioners are called "Jack" when they finish season with so little of it. "Hey, Jack!" Locate that skill-o near entrance so we can cop 'em coming and going to midway.—Soapy Glue.

A VISIT TO GOODING: It was a hot rainy afternoon in Cincinnati last Tuesday, so Bill Sachs and Red Onion thought it was a good time to visit a carnival. So they selected Gooding Greater No. 1, Middletown, O., and went there. When two reached lot it had stopped raining. Were greeted by Manager J. F. Murphy, Secretary Ed C. Drumm, George Gregg and Honorable Punch Allen. Henry Lincon, pop-corn man, was there and as always was busy selling his wares, rain or shine. Gregg has Life Show. Punch Allen has an entirely new top and inside and being a good showman was busy making it better. Murphy showed "Two Bill," a wonderful chimp, ape, monkey or whatever it is. He was in a cage with his master, who was not feeling well at time. This animal is a marvel. He showed Sachs that he had hair on his head and did not wear a hat allee sammee Sachs. Smoked a cigaret given him by The Onion, talked in his own language and did a lot of other interesting stunts. His name is Sammy and a great performer. Everything in equipment on this Gooding unit is first class in every particular. No concessions were operated in Middletown except those that permitted eating and soft refreshments, so Sachs and The Onion went to a foam parlor.

ONE TIME in Florida a couple of "the boys" were in a fence corner on a fairgrounds and were seen by the law as they tried to teach an orange picker the deep mysteries of tossing three cards over each other. The law asked the carnival manager what was going on. The carnival executive said: "Those boys are okeh, they are my troupe of broadcasters." Law said: "You say!"

PICKUPS on Marks' midway by Carleton Collins at Camden, N. J.: George Lucas' new Octopus ride opened Tuesday night and topped rides for two nights show played here. . . . Electrical storm Monday night, and Al Paulert, operator *Beauty Revue*, was struck by lightning and was temporarily paralyzed, losing control of left side and sight of left eye for several hours. . . . Joe Marks, who had been very ill, returned to show. . . . Mrs. John Marks and Jean concluded visit at home of Mrs. Joe Payne, Philadelphia. . . . Mrs. Joe Luck took a position at Mrs. Jack Martin's ball game and Janice Lukens transferred to Mrs. Pete Richards' penny pitch. . . . Harry Biggs, after taking part of his concessions to Bridgeport, Conn., returned during Philadelphia engagement. . . . John P. Hart resigned his position with Jack Schafer's pennyland. . . . Allan Christopher closed with Wall of Death and departed. . . . John (Felix) Kellner came home and assisted Ben Holliday on Big Eli Wheels. . . . Myron Hall was transferred from Merry-Go-Round to Big Eli Wheels. . . . Joe O'Hara doing a good job on No. 1 ticket box of Side Show. . . . The "love bug" flew from Jack Martin's rolldown to Joe's ball game and back again. . . . Frank Starr climbed back on the water wagon after getting off to adjust its fifth wheel. . . . Jimmy Hester increased his orders for *The Billboard*. . . . Hazel Zabreskie staged a sit-down strike in a ticket box. . . . Mrs. F. C. Carver was seen in another new dress, making many. . . . Gordon (Foots) Middleton is now a truth seeker. . . . Mrs. Jack Martin was crabbing because her name was not in *The Billboard* . . . and another ball game temptress because her name was. . . . Jack Melton was collecting bets off Jimmy Raftery. . . . Brayton Seamon sports a streamline nail store. . . . Joe Daly Sheeran disappeared off the lot. . . . "Time marks on!"

BRIEFS FROM BANTLY'S SHOWS by Harry E. Wilson: Harry White is becoming very popular with his impersonations of Ed Wynn. . . . George Miller, altho married a short time, made a sign, "No Children." . . . Mr. and Mrs. Ray Hilborn, second man and wife, were guests of Tom Mix Circus at Warren, Pa., thru courtesy of Press Agent Stevenson. . . . Light towers and eight-car streamline Whip due soon. . . . Office wagon is being built with special large room for secretary and private rooms for show officials and press department. . . . Al Wallace's cookhouse is sporting new screened side walls. . . . Much interest in Mush Ball teams on show. First game played July 1 between ride boys and concessioners. Concessioners made it red for the ride boys by a score of 18 to 9. Concession team was composed of Fred Bennett, manager; Alabama Bill Storey, captain; Phil Ruberman, scout; Bennie (Patches) Smith, catcher; Tim Green, first base; Johnny Caruso, pitcher; Harry White, center field; Bobby Allen, left field; Cheathem Landrum and Dick Keller, umpires. They were voted the best umpires with the poorest eyesight of any in the business.

tractor of the Al G. Barnes-Sells-Floto Circus, as general agent. Harry Baker resigned.

Report that the rodeo committee at Sparks, Nev., insisted Clark's Greater Shows be closed during the day July 4. This affected business, however. Date was a winner, it was stated. Harry Bernard reported as having had a big week at Shasta City, Calif. White City Shows are doing nicely in Washington towns.

Buddy Cohn informs that the Siebrand Piccadilly Circus, despite heat, dust and two blowdowns in Montana, is doing very nicely.

Dick Wayne Barlow is at Marion, Ill., engaged with his son-in-law operating roller-skating rink and stated they are building a portable rink that will go on tour.

Ted Le Fors reports doing nicely with the White City Shows. Ross Ogilvie left for Portland, Ore. Earl Gold is now with the White City Shows.

C. F. Zeiger Shows are doing nicely thru Wyoming.

Frank Henion up from Long Beach. Rainbow Pier states business in excess of last season.

Cal Lipes is recovering and plans to return to Long Beach with the Copenhagen Flea Circus.

George Silver, Charley Frank and Neal Eastman, of Silver's flying squadron, left for Ogden, Utah, for the rodeo. Have

HERE WE HAVE MAX GRUBERG'S ADVANCE STAFF: Left to right, Edward P. Rahn, general agent; Joe Manheimer, contracting agent, and Dick Collins, press agent, on the World's Exposition Shows. This candid camera shot was snapped on the city hall steps, Burlington, Vt., Saturday, July 10, by one of that city's selectmen. They appear to be holding a chance meeting or rather an impromptu conference.

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.

CHICAGO, July 17.—Everything is going along nicely and all indications point to a bang-up year for the league. Applications are coming in with regularity and the standing in the membership drive is now Morris Lipsky, 33; Fitzie Brown, 30; Frank R. Conklin, 24; Frank D. Shean, 8; John W. Galligan, 5; Dodson Shows, 4; Hennies Bros.' Shows, 4; Elmer C. Velare, 4; Sam J. Levy, 3; Michael J. Doolan, 3; Fred Kressmann, 2; H. A. Lehrter, 2; Harry Russell, 2; Sam Feinberg, 1; Harry Calvert, 1; George Hirshberg, 1; Charles H. Duffield, 1; Joseph Allen, 1; Maxie Herman, 1; Al Kaufman, 1; John A. Sbarbaro, 1; Oscar Bloom Gold Medal Shows, 1, and Rubin Gruberg, 1. This total is running ahead of last year and the boys write that they are just in the midst of the fight and expect many more as the season goes on.

Letter from Brother A. J. Weiss advises that the Beckmann & Gerety Shows will hold their benefit permormance at Rockford, Ill., on August 4. An invitation has been extended to members of the league and many of the boys plan being with them on this occasion.

A very representative gathering of league members attended to burial of our late Brother Patty Ernst.

We are holding mail for Harry Siegal and Jimmy Clare. Drop us a forwarding address at once.

George L. Crowder dropped in for a visit. He was in Chicago on his way to Toronto, where he plans an exhibit at the Canadian National Exhibition.

Brother Tex Sherman left for the East. Reports say he will join the Downie Bros.' Circus.

Secretary Streibich off on a visit to the Sheesley Midway at Madison, Wis. We have a number of active members on this organization and President McCaffery is expecting a lot of co-operation from them.

Reports tell us that a number of the brothers are anxiously awaiting their Cemetery Fund Drive literature. Have patience and you will have it in a few days as it is being mailed.

Just a short time before we start our ficsal year of 1938, the date is September 1 and dues become payable at that time. Keep this in mind.

Harry Ross arrived back in town with several applications and announces that he is out to support Morris Lipsky in helping him with a gold life-membership card.

Los Angeles

LOS ANGELES, July 17.—There has not been in years such large business done in outdoor amusements as has been recently. Two nights at Olympic Stadium, circus, vaudeville and fireworks drew each night, it was stated, over 20,000. The Los Angeles police department's annual show drew one night, according to the committee, over 60,000. It was held at the Olympic Stadium July 9. Program was made up of circus, vaudeville acts and the appearance of film notables, a profit of $30,000, it is stated, was made.

New California Zoo park is drawing unusually large week-end crowds, and the beaches are getting immense crowds.

Concessioners and others at Ocean Park Pier, Venice Pier and Redondo Beach state they are having big crowds consistently. Oceanside, Calif., had the Steffen Shows for Fiesta week. This has always been a fine spot. However, this year the business was much affected by the Del Mar race track, a new million-dollar plant erected by behemoths of the film colony. Bing Crosby is the president, and with a 55-cent admission and grand-stand price draws a lot of people.

Capt. Ed Mundy and Roy Draper, with a show at the Oceanside affair, stated the business was not up to previous years.

Reports from the shows north are that with the exception of some interference by rains they are all doing very well.

Wrightsman Shows had a big Fourth of July week at Eureka, Calif.

Joe Krug's Golden Gate Shows at Fort Bragg, Calif., had nice week's business. He has Ed Maxwell, former local contracted for novelties.

Harry Fink and the missus are leaving for leisurely auto trip to the High Sierras.

George Wiler and Dan Stover have contract for the Whiting Wood outdoor show.

Another carnival picture is being shot at Universal Studios. United Tent and Awning has complete carnival setup. Nate Watt is directing the picture, and showfolk that are thus far on the picture are Whitey Olsen, Flo Appel, Bob Winslow, Earl Harvey, Jolly Lee, Bill Koehler and Ada Mae Moore.

Sammy Coomas, formerly with the Frank W. Babcock Shows, is free-lancing.

A. Samuel Goldman, attorney for the PCSA, and the missus returned from trip to Eastern and Midwestern cities.

O. A. (Red) Gilson is in from Des Moines auto trip, returning this week via the Grand Canyon.

Milt Runkle is associated with George Moffat. The latter having concession amusements and space for the San Diego County Fair, to be held at the Del Mar race track.

Thomas J. (Fuzzy) Hughes is prospecting in the North.

Charley Haley has been made superintendent of property division of Federal Theaters Project, with headquarters in Los Angeles.

Sheriff Gene Biscailuz and committee will stage the annual charity barbecue at the Providencia Ranch, near Griffith Park.

Andy Juaregui left for Ogden, Utah, to make that and the Salt Lake City rodeos.

Charley Livesey and missus are vacationing in the desert country near Victorville, Calif.

Joe Levy, former well-known Cincinnatian, where he promoted fights, is in the big money here. He has contract for Gilmore Stadium and will present weekly stellar boxing exhibitions.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

The Showmen's League to the outdoor show world combines the qualities of all the best service clubs, and it is The Red Cross of outdoor showmen. Become a member.

C. F. ZEIGER UNITED SHOWS
WANT

Shows for the Best Show Territory in America. WANT Man with small Dog Act that can work Pickout Pony Also want Dancing Girls, Talkers. Reliable Showmen, this is your opportunity. Long season, Celebrations and Fairs. Rawlins, Wyo., week July 19; Sidney, Neb., week July 26.

15 Years Ago

(From The Billboard Dated July 22, 1922)

Clear, cool weather in Detroit during the week of July 15 was favorable for outdoor amusements, and the various carnival companies working in and around the Motor City reaped a harvest. . . . J. F. Murphy Shows were forced to cancel their Montgomery County Fair date at Mount Sterling when C. & O. Railroad officials announced that due to strikes within the company they would be unable to handle the carnival between Lexington, Ky., and Mt. Sterling, Ky. . . . World of Mirth Shows were also caught in the railroad disorder. After failing in their attempt to continue the movement north from Covington, Ky., they arranged to exhibit in Bellevue, Ky.

Altho rain made its appearance and spoiled the "Fourth" itself, business during the remainder of that week for Macy's Exposition Shows at Lundale, W. Va., was reported to have been good. . . . Sam Stricklin, concessioner with T. A. Wolfe's Superior Shows, left that organization and returned to his home in Canton, where he placed a fruit concession at the Midsummer Exposition. . . . For the first time in the seven years of its existence the Rubin & Cherry Shows' midway was devoid of all concessions, with the exception of the candy stands and cookhouse. Stringent city laws not even allowing a ball game caused the concessions to be left in the cars for the week.

Clarke B. Felgar had completely recovered from an attack of stomach trouble and returned to his position as press representative of the Siegrist & Silbon Shows. . . . Two of S. Dukoff's concessions, one being silverware and the other fruit, blew down when the Nat Reiss Shows played at La Fayette, Ind., and caused him comsiderable loss. . . . Volume of business accorded the Walter Savidge Amusement Company was not the greatest in its history, but the organization was showing a balance on the right side of the ledger. . . . Heavy rains at Paris, Ill., cut down attendance considerably when the W. J. Torrens United Shows played there.

De Kalb, Ill., was proving a red one for the S. W. Brundage Shows. . . . Marinette, hustling Wisconsin town, was a banner stand for the Con T. Kennedy Shows. A new 66-foot arrived from St. Louis and was added to the show train.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 17.—An announcement of extraordinary interest to the members of our association will go forth in the mail within the next few days.

After several years of research and diligent inquiry on the subject, the association is now finally able to obtain public liability insurance for its members at rates which, in our opinion, are fair for the coverage afforded.

The association can obtain for its members public liability insurance which includes all mechanical rides, concessions and shows. The limits of liability are $5,000 to any one person and $10,000 for any one accident involving more than one person, subject to a $100 deductible clause for each accident or series of accidents resulting from one occurrence. The premium is $65 per ride, $10 per concession and $25 per show, covering a period of 30 weeks, with the arrangement that in the event the whole of the 30 weeks covered is not used in any one season, the unexpired portion will hold over until the following season at no extra cost.

The policy is to provide the standard public liability coverage, which means that in the event of an attachment resulting from an accident covered by the policy, that the insurer will at its own cost obtain release of the same. In the event of favorable experience with the setup, premiums will be subject to a refund to the association and thus to its members.

Applications covering this type of risk will be sent each of our members so that those interested may be in a position to obtain the same without delay.

The association has also been able to obtain coverage for motor vehicle equipment at rates which are 10 per cent below average rates, and applications for this type of coverage are also being forwarded to our membership.

We have had occasion to discuss this matter of insurance with the owners of several of the shows we have visited thus far this season, and indications are that the plans submitted will have an enthusiastic reception by our membership. In our judgment the savings effected to our membership will alone justify an increase in the membership of the association.

We continue to receive favorable reports from Associate Counsel Richard Kaplan, of Gary, Ind., indicating much activity in the Middle West, a full report of which will be made at a later date.

St. Louis

ST. LOUIS, July 17.—W. A. (Bob) Hallock, general agent Miller Bros.' Shows, was a *Billboard* office visitor on Tuesday when he came thru en route from points south to Bettendorf, Ia.

Charles T. Goss, of Standard Chevrolet Company, returned to city Thursday from a five-day trip, during which he visited J. G. Loos Greater United Shows, T. J. Tidwell Shows and the Swisher Shows. Reported good business on trip.

Billy Finkle, prominent "Charlie Chaplin" clown, is playing various engagements in this vicinity. He recently completed a trip from Coast to Coast playing thru various States en route.

Jack Kenyon, who until recently operated cookhouse on Hennies Bros.' Shows, was in Tuesday buying paraphernalia and new motor equipment to play independent fairs.

Gean Berni, of All-American Shows, is in the city visiting his parents, brothers and sisters. Berni's father is seriously ill and not expected to live and he came to be at his bedside.

Jack Hoxie and R. M. Harvey, manager and general agent, respectively, of the newly reorganized Jack Hoxie Circus, are in the city making a deal with Charles T. Goss, of Standard Chevrolet Company, for a fleet of trucks and trailers for the show.

DODSON SHOWS——

(Continued from page 50)

midway and to arrange for a switchboard and an experienced phone operator to be on duty, with a direct wire connecting for local and long-distance service in each city played.

Having a complete telephone system on a traveling amusement midway is said to be the first of its kind in the world.

To top this C. Guy and Mel G. Dodson were recently in consultation with the representatives of a nationally known engineering concern in reference to placing air-conditioning systems in all of the show's railroad coaches and sleepers and the family private car. It is anticipated that the deal will be closed soon and thereafter the work of air-conditioning the train will start.

TRAVER DOING——

(Continued from page 50)

Edward Pasqua: Tilt-a-Whirl, Charles Huston; Merry-Go-Round, Will Franey, and Glider, George Gorley. John Malda has supervision of the kiddie rides.

Concessions: Charles Wallace, cookhouse; Peggy Malane, ball game; James Dowdy, blanket store; George Eagean, celluloid parrot rack; Mr. and Mrs. Izzie Rosenbaum, radio store; Mr. and Mrs. Toots Detall, pitch-till-you-win; Louis Light, bird store; Abe Kellman, duck pond and shooting gallery; S. B. Weintraub, bingo; Mr. and Mrs. George E. Karkeet, cane rack and ball game; Peter Eagan and Eddie Gordon, shooting gallery; B. J. Malang, radio store and ball game; Larry Johnson, scales; Jack and Pauline Black, penny pitch; E. J. Stevens, candy floss.

THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms.
Trade in Your Present Outfit for a Royal.

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L. J. HETH SHOWS, Inc.,

SALINE COUNTY FAIR, HARRISBURG, ILL., WEEK OF JULY 26.
WANT FOR THE FOLLOWING FAIRS:

HARRISBURG, ILL., Week July 26.
CHARLESTON, ILL., Week August 2.
HUNTINGBURG, IND., Week August 9.
SALEM, IND., Week August 16.
FAIRFIELD, ILL., Week August 23.
PRINCETON, IND., Week August 30.
SMITH GROVE, KY., Week September 6.
TUSCUMBIA, ALA., Week September 13.
JASPER, ALA., Week September 20.
ALABAMA FAIR, Week September 27.
GUNTERSVILLE, ALA., Week October 4.
AMORY, MISS., Week October 11.

Rides, Double Loop-o-Plane, Pony Ride. Shows: Geek Show, Illusion Show, Big Snake Show, Auto Drome, Monkey Circus, or any other Show of merit. Concessions: Candy Floss, Scales, Candy Apples, Hoop-La, Lead Gallery, Pitch-Till-U-Win, Fish Pond, Merchandise Wheels, any other legitimate Concessions. Help: Banner Man. Booze fighters save your stamps. Mrs. Heth wants Agents for Penny Pitch and Ball Games. Joe Fontana wants Agents for Nail Game, Mouse, percentage, and Frozen Custard. Metropolis, Ill., this week.

KAUS UNITED SHOWS--No. 2

WANTS for two choice locations in Baltimore and balance of season. Week of July 19, Baltimore and Catherine; week of July 26, East Monument Ave., opposite Tom Mix Circus, for three days. RIDES—WANT Loop-o-Plane, Tilt-a-Whirl, Octopus, U-Drive-It and Ponies. Good opening for Legitimate Concessions—low rates. Shows with or without outfits—low percentage. Jerry Thorne wants to hear from Winsome Winnie. WANT good Talkers and Grinders. Will always make room for good Ten-in-One People. We positively hold contracts for 12 bona-fide Fairs and the Old-Home Week on the Streets in Davis, W. Va., week August 16. Address all communications to

W. C. KAUS, Manager, Baltimore, Md.

WANT WANT WANT

OCTOPUS, LOOP-THE-LOOP, RIDEO AND GAS U-DRIVE CARS.

Organized Minstrel. Have complete outfit for same. Mickey Mouse, Peep and any Single Pit or new money-getting Shows. Arcade, Lead Gallery, Legitimate Concessions of all kind except Bingo. Reasonable rates with long season of Fairs South. All address

KAUS SHOWS, This Week, Lewiston, Me.; Next Week, Haverhill, Mass.

BYERS GREATER SHOWS

WANT

Photo Mill, Fish Pond, Bowling Alley. CAN PLACE Mechanical Show and Snake Show. Clarinda, Ia., July 19 to 24; Canton, Mo., 26 to 31. Address all mail

J. W. BYERS.

Trailer Legislation

AKRON, July 17.—People beating high rents by living in trailers or tourists' camps in the greater Akron district are going to find their activities materially curbed if council enacts legislation which is now in its welfare committee. There are two pieces of legislation under consideration: First, to license and regulate all tourists' camps and prevent any person from living in them more than 90 days. Second, to prevent the parking of trailers on any city street or in any parking lot, privately or publicly owned, where it is proposed to establish even a short-time residence. The measure regulating tourists' camps would charge $1 a unit, or cabin, as a license fee, with the minimum fee of $15 a year. No camp would be permitted within 600 feet of any school. City water and proper sewerage facilities would also have to be provided.

MADISON, Wis., July 17.—With the approval by Governor Philip F. La Follette of Bill No. 285-S the present ton mile tax is abolished as of January 1, 1938, when the act becomes effective, and establishes instead a flat quarterly fee, payable in advance on all truck and bus operators. Exceptions to the fee basis have been made in certain instances, including trailers or other similar equipment of such size and weight as to require special permits under section 85-53.

Measure provides that the tax for each quarter be based on weight, tax running from $5 for vehicles having a gross weight of less than 4,500 pounds to $105 for vehicles having a gross weight of 28,000 pounds or more plus $7.50 per each ton or fraction thereof of gross weight in excess of 14,000.

The statute also provides that any motor carrier may elect to operate any motor vehicle in taxable operations under a special permit instead of under the regular motor vehicle permits and to pay a mileage tax on the operations of any such vehicle in lieu of the above taxes.

Such a tax would range from one mill per ton or fraction thereof of gross weight per mile of operation for vehicles of less than 14,000 pounds of gross weight to two and one-fourth mills per ton or fraction thereof of gross weight per mile of operation for vehicles of 24,000 pounds or greater gross weight. Fee for such a special permit for motor vehicles operated by contract carriers would be $4 and by private carriers $2.

DANCERS
FOR OUR NEW REVUE

Chorus, Hula, Oriental. Long season. Salary paid by office. Must join Barre, Vt., week July 19 to 24. Wire

ART LEWIS,
Care Art Lewis Shows, Inc.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

J. J. Colley's Shows

Purcell, Okla. Week ended June 19. Auspices, Golden Jubilee Committee. Location, streets. Weather, warm. Business, ordinary four days, Friday and Saturday big.

Monday night all attractions ready and a goodly crowd, but it was evident that they were saving their money until celebration opened Wednesday. Exceptional co-operation from committee, especially Chairman Homer Boudreau. On midway were following attractions: Big Eli Wheel, Merry-Go-Round, Mixup, Loop-o-Plane, Whip, Kiddie Auto Car, Miniature Train, Shetland pony ride, Kiddie Mixup and Drive-It-Yourself. Athletic Show, operated by Kid Granite; Hula Show, in charge of Archie Frederick; Chongo, B. D. Bennett; Artist Model, Fred McIntire; Little Farm, A. Gifford, and Small Horse, A. Gifford. Concessions: Casey Smith, eight; Howard Smith, seven; Fred Lasley, four; Frank Du Shane, four; Raymond Conn, one; R. P. Wippel, two; A. Saenz, two; R. E. Waldo, four; Jack Taylor, two, and E. L. Draper, one. Largely a ride business, altho some concessions got a play.

Chickasha, Okla. Ten days ended July 1. Auspices, Chamber of Commerce. Location, fairgrounds. Weather, warm. Business, fair.

Business was fair for all attractions. Captain Freed, free-act man with show, was surprised at arrival of his son and family from Nebraska for a visit. Freed has high trapeze act; Teddie, high-diving dog, and Spot, wire-walking dog.

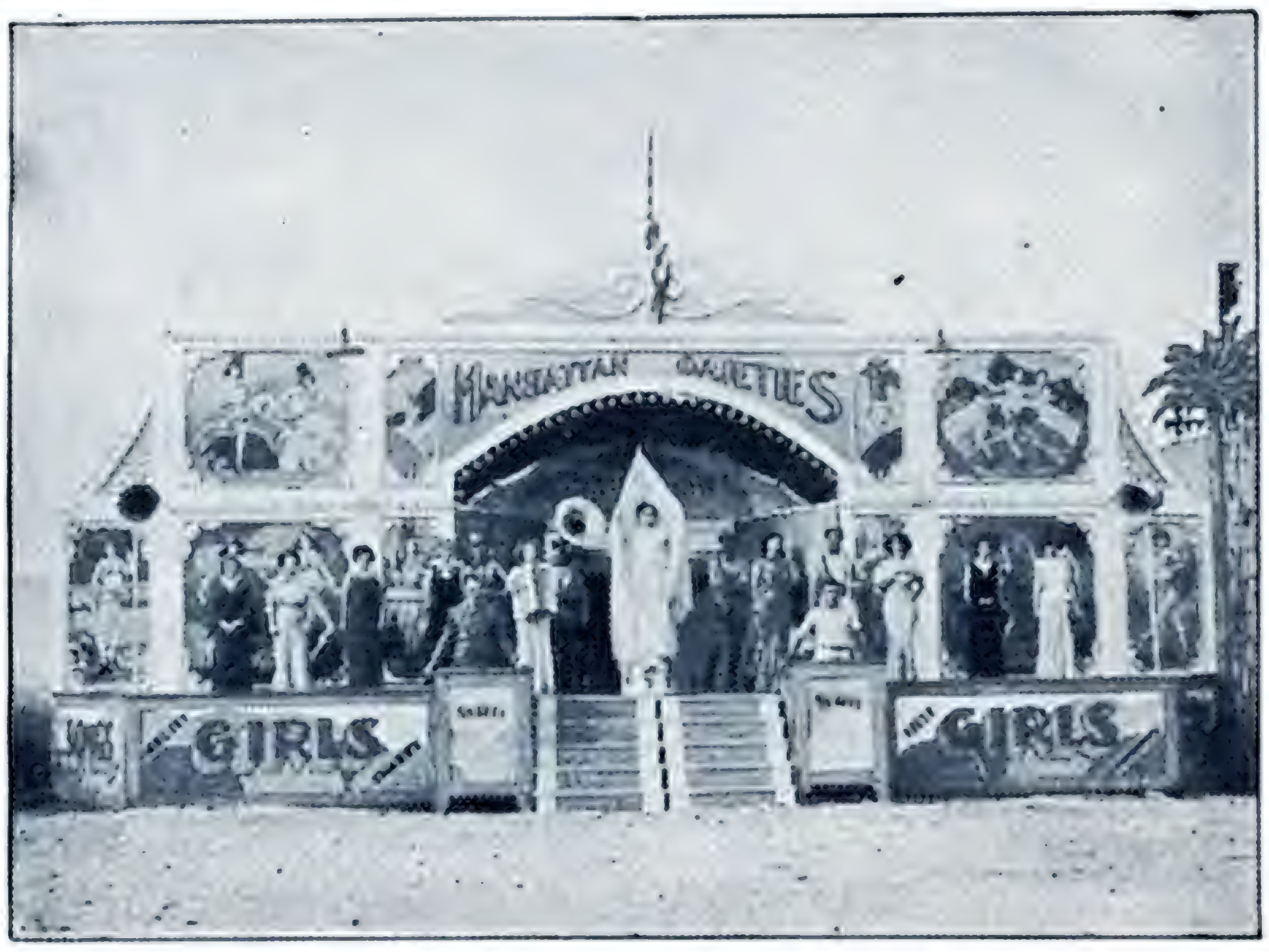
Stillwater, Okla. Six days ended July 8. Auspices, Chamber of Commerce. July 4 celebration. Location, fairgrounds. Weather, warm. Business, good.

Dates for this event were July 3, 4 and 5 and each day brought an enormous crowd. Shows and rides did business. Whip had a breakdown at 8 o'clock Sunday night and lost balance of night. However, Foreman Clarence Rounds had ride ready for business Monday. Frank Du Shane, general agent of show for several years, is a very busy man. Besides booking show, he is acting as assistant manager, secretary, keeps Social Security records, sales tax records, supervises his four concessions, handles office work for show and announced that all contracts have been made up to October 1. J. J. Colley, owner and manager, purchased a new de luxe house trailer, as had Casey Smith and Bert Davidson. All three were purchased from salesman Charles Summerfield, of Travelodge Corporation. Show plays Oklahoma exclusively, as it has for seven years. FRANK DU SHANE.

Strates Shows

Massena, N. Y. Week ended July 10. Auspices, IOOF. Kirkbride's showgrounds. Weather and business, fair.

An excellent committee, headed by Helmer, Duvall and Morrison, extended every co-operation in giving show proper publicity and real carnival-spirited crowds put week over to profitable returns. A mournful dirge coming from Jungle Jim snake show caused Jimmy Strates to hasten to tent and found Jack Paige lamenting passing of the huge python which had just died from pneumonia. Jungle Jim was a large python and had been drawing huge crowds. Owners Jack Paige and William Breese felt its loss keenly. Harry Heller, of Heller's Acme Shows, was a visitor. Writer visited Downie Bros.' Circus, which exhibited here July 2, and was greeted by Manager Charles Sparks, Assistant Manager Katz, press representative Harry Mack and banner man Dick Scatterday. Also visited with Billy Wehle, of Billroy's Comedians. Billy gave Strates Shows a splendid curtain announcement. Missed visiting Wayne Bartlett but enjoyed evening performance. Two Beau Brummells of show, Assistant Manager Jimmy Kelliher and Sylvester Aloysius (Sky) Putnam seem to be trying to outdo each other in summer raiment. Office this week had many tasty decorations, including a huge bowl of flowers, again bespeaking feminine touch of Secretary Florence Dickens and her assistant, Mrs. Gertrude Putnam. General Agent and Business Manager Billy Breese away from show on matters pertaining to some still dates. BEN H. VOORHEIS.



A MODERN MOTORIZED CARNIVAL SHOWFRONT: One of the feature shows on the midway of the Fairly-Martone Shows is "Manhattan Gayeties" pictured here. This show facade is built on a 24-foot semi-trailer and decorated with gold leaf and art work. This attraction is managed by Alice Melville, a show woman who knows what it is all about. She employs 22 people and has a six-piece orchestra.

Johnny J. Jones Exposition

Anderson, Ind. Week ended July 10. Anderson Free Fair. Weather, ideal. Business, very good, beating 1936 record.

Seemingly impossible happened. Two consecutive weeks without rain or muddy lots. Last two dates both previous record breakers for show. Exact attendance of Anderson Fair is really unknown due to its being a free-admission event, but drew many thousands of people daily. Grounds were literally packed with fair and show goers nightly. Assistant Manager Tom Allen had to do a lot of headwork to locate midway on these grounds. Even a lot stretcher wouldn't have helped him much. To make room for shows and rides many concessions were canceled by fair management and the show. Home town of Mrs. Bertha (Gyp) McDaniel and a yearly visit with homefolk was enjoyed by lady arcade and Rocky Road operator. Might say she mixed business with pleasure during this fair week. Veteran showman Charles Williams, for some years secretary of fair and home-town man, did everything possible to make date a success. Charley was busy shaking hands with his many trouper friends all thru engagement. Show made a beautiful appearance here. All rides were newly painted, fronts and other show equipment were retouched. New set of banners for Carl J. Lauther's India Show went up for the first time. Painted by Billy Burke, who is also annex attraction of side show. Treasurer Arthur Atherton enjoyed a week with him sister, Nell Atherton, of Montgomery, Ala., who visited him, accompanied by two nieces, Merle and Ann Hellebusch, of Louisville, Ky. STARR DeBELLE.

Great Olympic Shows

Menomonie, Wis. June 26 to July 5. Auspices, Dunn County Free Fair. Weather, favorable. Business, excellent.

Fourth of July date for show was a real red one. Celebration started Friday afternoon, July 2, with a big kids' matinee and lot was filled. Henri Clayton joined show in Lake Geneva as secretary and treasurer and now has full charge of office. A. C. Jolly left here to play Fergus Falls Fair. A pictorial painter has been engaged and is now working on banner for all new fronts. Pat Murphy is doing a good job ahead. MACK MERLIN.

Wallace Bros.' Shows

Marshall, Mich. Week ended July 10. Auspices, American Legion. Location, Brooks Field. Weather, very hot. Business, poor. Inclosed midway.

An influx of hordes of mosquitoes and other insects and an unprecedented heat wave that greatly retarded attendance were principal factors in placing this stand on wrong side of ledger. It was first carnival in five years, a hustling committee and good location, but of business there was none and attendance was lightest this season. Writer back for his third visit in as many months. Was entertained at a belated birthday party by entire personnel which was given in his honor and J. R. Hall's, whose natal day anniversary was more recent. Visitors: John Francis and Dick O'Brien, of John Francis Shows, and Primrose and Gordon, of Lewis Bros.' Circus. Practically every attache of Majestic Shows spent Monday night on lot while en route to Decatur, Ind. Some who greeted old friends were Manager R. G. McHendrix and family, Mr. and Mrs. Michael O'Brien and Danny and Mary Klein, who stayed over until n-day. Jack Duane, late general agent M. R. Weer Shows, joined with two co-cessions. WALTER B. FOX.

Happyland Shows

Ypsilanti, Mich. July 1 to 5. Location, city park. Auspices, American Legion. Weather, variable. Business, fair.

Fifth year for show at this annual July 4 celebration. While not best of them all, it was very good. Fourth coming on Sunday did not help any, because of a city ordinance show was not allowed to open that day, but celebration was held on 5th. Children's parade that was to have been held on Friday was postponed until Saturday because of rain. Saturday was fair, altho rain late in evening flooded lot. Monday midway was jammed with crowds and everyone had a good day. Octopus and Ridee-O were top money among rides, doing capacity business most of day. All shows were crowded from early until late. Capt. Ritz purchased another truck. Charles Rucker, Merry-Go-Round clutchman, has a new housecar, and Bernie Mattson has a new truck for his concessions. V. L. DICKEY.

West World's Wonder Shows

Arnold, Pa. July 5 to 10. Auspices, Arnold volunteer fire department. Location, steel mill lot. Weather, ideal. Business, very good.

Another big winner. Location right on banks of Allegheny River, level and ample space for all shows and rides. Fire department made untiring efforts to make engagement a prosperous one from all angles. The members got out in full force Wednesday evening and put out a street parade. Bugle corps led it thru principal streets, followed by fife and drum youngsters and then girls' cornet band in attractive uniforms. These were followed by fire engines, hose carts, hook and ladders and all of fire-fighting paraphernalia. Result, a packed midway and patrons kept coming until midnight. Recent addition to midway was Zella, mentalist. Joe Baker, formerly of Doson's Shows, was a visitor and guest of Fitzie Brown. Bill Cain had a big week with his Ten-in-One. Writer accompanied General Agent Neil Berk to McKeesport, Pa. Ted Woodward, advance agent, is putting out plenty special designed paper in good location in spite of heavy circus opposition. GEORGE ATKINSON.

Bantly's All-American Shows

Meadville, Pa. Week ended July 3. Auspices, S. B. Dick Hose Company. Location, Athletic Park, heart of town. Ten-cent pay gate. Weather, two days rain. Business, fair.

Very little patronage Monday and Tuesday. Wednesday crowds came in droves and all got a little money. Thursday business satisfactory. Friday greeted with a cloud-burst which threatened to kill night. However, committee brought out a pump and after several hours' work lot was put in fair condition. Natives who waited at gate until 9:30 p.m. started to come in and altho night wasn't big, business was satisfactory. Saturday was not good. Baby giveaway Wednesday night drew largest attendance of week. Capt. Jimmy Jamison, high fire diver, and wife joined. Mrs. George Miller joined her husband here. Ike Faust and wife visited. Bud Bantly, who goes to college here, was visited by friends. Gilbert Hepler, assistant on high striker, was seriously injured when, while on top fixing loose wire, striker fell. Broke two ankles and other injuries. Orphans of Bethesda, Odd Fellows and Children's Home guests at special matinee Thursday. All rides being repainted under supervision of Bud Bantly, Slim Hetrick and Ray Milliron. Mr. and Mrs. Bantly, Bennie Smith and wife and writer were guests of Mal Wiser, county treasurer, at spaghetti supper in his home. Entire committee best yet. HARRY E. WILSON.

King Reid Attractions

Ludlow, Vt. June 21 to 26. Opening stand. Springfield, Vt. June 28 to July 3.

Ludlow: Rained opening night. Fair crowds rest of week despite cool, damp weather. Feature attractions include Dean's Beano, Hayden's Six Nations Indian Show and Monkey Circus. Springfield: Rained out Monday, also Wednesday night. Crowds good rest of week. Large cash gate prize given away every

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nt. Penny pitch, Mickey Mouse game d other concessions joined. Madame Zilda's shooting gallery topped all concessions. Visitors: William Meehan; Thomas L. Finn, of Finn's Shows, and Phil J. Houlton, Cambridge (Vt.) Fair secretary.
B. W. HARDENBROOK.

White City Shows

Bellingham, Wash. June 28 to July 5. Location, downtown on streets. Weather, warm. Business, excellent.

Opened Monday and showed thru to Monday, July 5, including Sunday. Show did a very good business first three nights. Thursday, July 1, was Canadian Day. Nearly 20,000 Canadians attended, breaking all previous records for attendance and also spending. Marlo and LeFors, spectacular free act, held the crowds until 3 o'clock every morning, Doc Wickerman added a wild girl show. George and Edna LeBrell reported their largest week of their 11 years in girl show business. Mr. and Mrs. C. F. Corey purchased a new electric motor for Merry-Go-Round and organ for marquee. Jerry Foster and George Morgan purchased new cars and Jack Elhart a Studebaker truck. New concessions were added by Marlo and LeFors and writer. Secretary Young was very busy all week entertaining and taking care of Social Security. JACK ELHART.

C. F. Zeiger United Shows

Rupert, Ida. June 29 to July 5. Weather, favorable. Business, excellent.

Writer has been with show for 17 years and this is by far best Fouth of July celebration show has had in that time. Free acts worked at 1:30 a.m. of the 6th. Everything opened at 9 a.m. July 5 and worked thru to next morning. Frank Ward, general agent, has show booked until November. C. F. Zeiger has advised workingmen that they will receive a 20 per cent raise in salary week ending July 10. W. W. BARNES.

Frisk Greater Shows

Fosston, Minn. June 28-July 1. Auspices, American Legion. Weather, good. Business, fair.

Crookston, Minn. July 3 to 5. Auspices, business men. Location, streets. Weather, good. Business, very good.

Everybody did good at Crookston. Tilt-a-Whirl top money of rides. Boots McCarthy topped shows with her Hawaiian Village. Committee on job all hours of day and night and proved a fine bunch of men to do business with. Charles Rapin, John Padden and George Capsur were especially helpful to see that everybody was taken care of. Manager Frisk purchased a new International truck from Stone Implement Company, Ollie Bryer a De Luxe housecar and Langmo Brothers a fine Chrysler. Visitors: From Dee Lang Shows and S. E Olson, of Ada, Minn. Denny Hogan joined with a new hoopla. Mr. and Mrs. Frisk received word of arrival of a granddaughter June 20. Their first. GENE REIL.

Golden State Shows

Watsonville, Calif. Week ended July 5. Location, Van Ness and Second streets. Auspices, Chamber of Commerce. Weather, ideal. Business, very good.

Spot fully lived up to its reputation as being a good show town. Business opened good Tuesday, with every day getting better. July 3, 4 and 5 being a splendid climax to a wonderful week. Location in heart of town, but Manager Will Wright had many a headache before show was finally set, eventually using two lots and part of streets. Committee gave full co-operation, as did local press and radio station. Joe DeMouchelle wrote many stories, all of which papers used and added many of their own. Special mention should be made of Fire Chief Haggerty, who worked like a Trojan to make everything pleasant, as did chief of police and street commissioners. Mrs. Dick Kanthe really got tired selling tickets and counting receipts of Athletic Show. Professor Hickman, owner and manager of miniature circus, made a big hit in parade. Attired as an old-fashioned ringmaster, accompanied by two of his clowns and some of his miniature circus wagons, he was honored by first prize for most novel entry. Pop Hanna, veteran in show business and now operating kiddie rides, was visited by his children on the Fourth. Just 14 of them, some of them married with children, the whole party numbering 21. Pop was a little embarrassed but appreciated surprise. Fortunately the show was not bothered with fire crackers, they being banned. Mr. and Mrs. Lindsey, of bingo, have son and daughter with them from Dallas. Fred Collins, who had diggers on show, left at close of spot to fulfill previously made contact. Mrs. Will Wright put on diggers. Additional lighting effects have been added to double Loop-o-Plane. Mr. and Mrs. Ben Dobbert, connected with Downie Bros.' Tent and Awning, were visitors. JOHN H. HOBDAY.

Beckmann & Gerety Shows

Sault Ste. Marie, Mich. Week ended July 3. Auspices, Labor Temple, Inc. Weather, cold. Business, excellent.

Canadian Soo contributed plenty of patronage. Extra ferry boats were operated, enabling Canadian visitors to stay late. Bill Goll, water star, who was in money five times in annual Toronto race and who operates a midway aquadrome, swam across St. Mary's River on Friday with his hands and feet tied. Large crowds were attracted to both American and Canadian banks and Bill displayed plenty of showmanship, not to mention a brand of intestinal fortitude second to none. Not satisfied with merely making it one way, Bill electrified crowds by swimming back again. Icy water plus a powerful current made feat a dangerous one and garnered swimmer no mean amount of publicity. Nancy Miller, Gay Paree producer and dancer star, bedecked her stage with new plush drapes and a set of illuminated stairways. Trainmaster Archie Bradford building new wagons and reconditioning recently purchased coaches. Doc Hartwick, snake show impresario, busy with plans for a Showmen's League benefit to be staged at Rockford, Ill. Forrest Lewis, Popeye impersonator, arrived from Cleveland and joined Pete Kortes' circus-style side show. Two children's matinees were given, one on Thursday, Dominion Day, and other Saturday. WALTER HALE.

E. J. C. Shows

Cardston, Alta., Canada. June 28 to July 3. Auspices, Cardston Golden Jubilee Celebration Board. Location, in town. Weather, variable. Business, good.

Big Eli Wheel packed all week. Local and visiting United States bands combined with pioneer organizations and Indian chiefs made a most colorful parade. Wednesday night was a washout. A sudden mountain storm caused anxious moments around canvas, but only slight damage done. Ford Braden efficiently handled crew and tops stayed up. Desert Show added several rattlers and a brace of coyote pups. Bossman Casey and wife visited W. & G. Shows playing near by. Bull Moose Kerslake and Iron Man Prescott report the West still sold on crown and anchor. At Broadview, Sask., colorful Cree Indian powwows followed induction of Ed J. Casey as Big Chief Wa Sun Dee Quap of their tribe, the red men presenting him with all the fancy regalia utilized during the ceremonies. House of Mystery and Illusion Palace reported good business. Joe Carter's hoopla still center of action. Brother Bailey dodging corks and attracting dimes in pop guns. Madaline Casey making 'em ride Big Eli Wheel. Valjean and missus showing their best. Ernie Willis successfully withstanding volts in his chair act. Len James, voice tosser, having a tough time keeping dummy from getting more dates than he does. Squeezebox Smith making populace part with its pelf on front of Palace of Illusions. Red Walker, advance agent, reports local business eating up space offered for advertisement on Eli Big Wheel. Harold Brooks, milk-spill tyro, reports soup-bone exercise in brisk demand and replaces Harold Jones, called away by greener fields. Bill (Shebalure) Carton handing out a prize every time. FRED L. PRESCOTT.

L. J. Heth Shows

Connorsville, Ind. Week ended July 5. Show split two spots. Business, good. Location, city park. No. 2 played Sellersburg, Ind. Business, poor.

After showing four days of the week of June 28 at Dayton, O., show split in two units to play above dates for Fourth celebrations. At Connorsville, July 5, turned out ideal and grounds were a mass of people. Rides and shows did very nice, with Octopus topping. For unfavorable business at Sellersburg two things could be held accountable. First No. 2 unit was too big for spot and second labor unrest. All in all it could not be classed as a total blank. A very unfortunate accident occurred when L. J. Heth, Joe J. Fontanna and George Spauling were on a business trip to Seymour, Ind. On outskirts of that city there is a treacherous curve and their car turned over. Heth suffered fractured collar bone and ribs with internal shakeup. Fontanna was badly bruised, his entire left side requiring medical attention. Spaulding escaped luckily with a shakeup. Writer is pinch-hitting for Fontanna and will be special agent. PAUL W. DRAKE.

Rubin & Cherry Exposition

Milwaukee. Week ended June 20. Auspices, Safety Post, VFW No. 3091. Location, Second and Capitol drive. Weather, four fair nights when business was excellent.

First night lost due to long haul at Madison for loading.

Appleton, Wis. Week ended June 27. Auspices, Twin Cities Legion Posts. Location, Memorial Drive Showgrounds. Weather, cold, rainy and threatening. Business, fair except Sunday closing.

Johnnie Reeves, former emsee in Elsie Calvert's Casino De Paree, was replaced by Ann Sherwood. Inasmuch as he is experienced radio artist management is trying out an experiment by letting him take care of radio broadcasts and press duties back with the show after the writer has stepped ahead.

Ishpeming, Mich. Week ended July 3. Auspices, American Legion. Location, midway between Ishpeming and Negaunee, Legion Park. Weather, threatening, cold. Business, very good.

Closing to an estimated attendance of 14,000 paid admissions this show played to an excellent week's business starting on Monday with people wearing heavy coats and with a severe rainstorm a couple of hours before opening time Saturday night after playing to plenty of children during the day. Folks came in every conceivable carry-all from back in those mining districts. Lou Hoffman arranged for 20-minute bus service on round-trip schedule from both towns, as this show played Negaunee last year for the firemen, therefore had plenty of good boosters and newspapers were very liberal with art and stories. Talent from Casino De Paree, Club Plantation, La Bomba Rhumba and Cleo Hoffman's Artists and Models broadcast over *The Mining Journal's* WBEO radio station,

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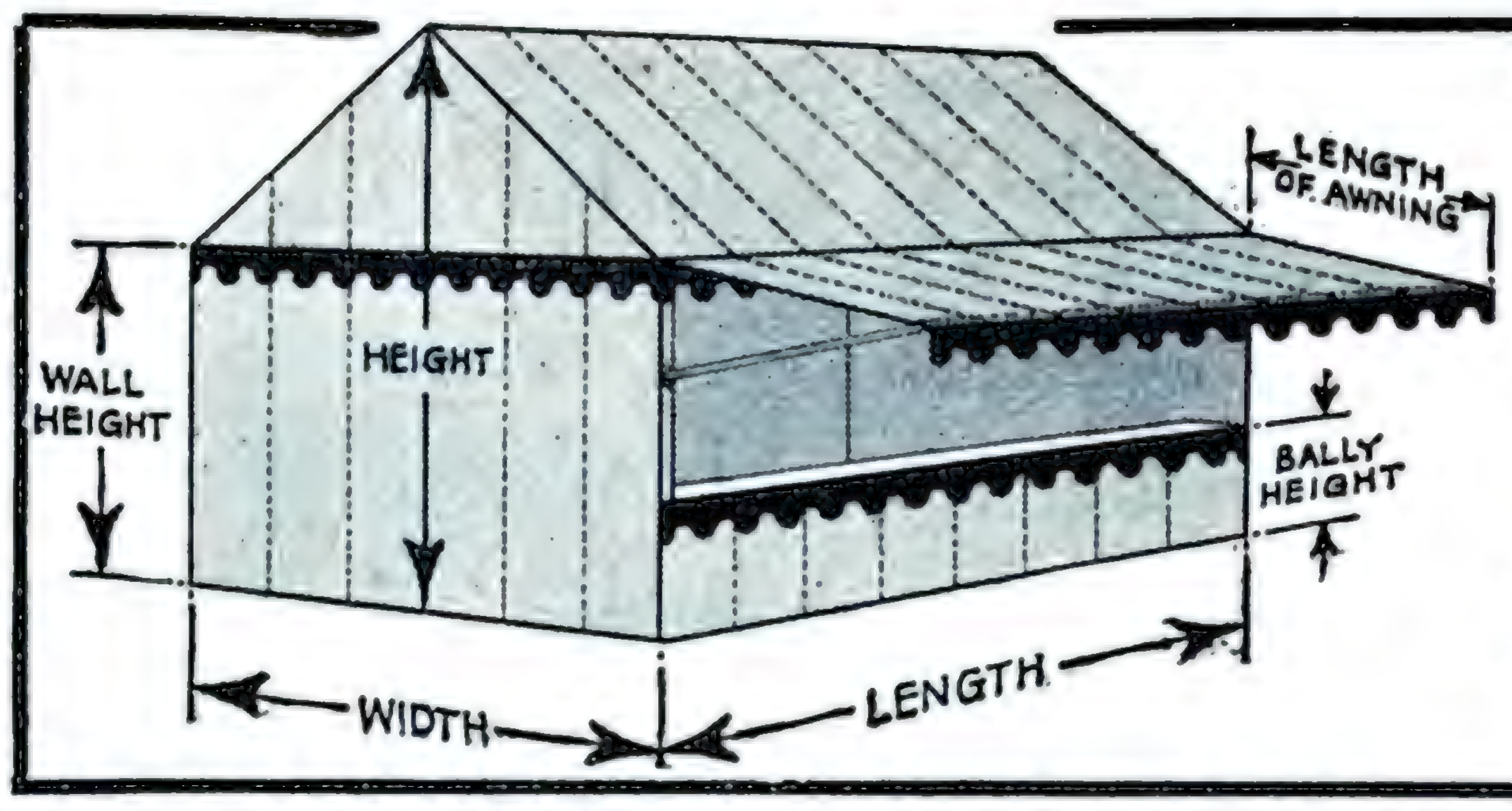

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one group each afternoon just before supper hour. This engagement was a success from every angle, all concessions working thru the week, tho some talk of district attorney acting but did not. Show billed like two circuses inasmuch as Beckmann & Gerety followed in July 5 at Negaunee. However, as Macom Willis and the writer have been friendly for many years found there was no need for any big opposition methods such as used by some shows. R. & C. naturally had the best billing in Ishpeming and they in Negaunee, but Clyde Halstead and old Joe, his assistant, surely made those country routes look pretty on one 80-mile round trip and two 40-mile routes. Writer worked on extra Fourth celebration with Ishpeming merchant group and show gave them 500 special cards and $250 worth of fireworks at the grounds before closing time Saturday night. However, many concessions still doing business and had to be closed at 1 a.m. sharp in order to make regular Fourth of July celebration at Calumet. Joe Dobish's Lion Motordrome got top money and the brunet and red-head combination of Leona Lee and Evelyn Forrest topped concession row.

FRANK LEE.

Goodman Wonder Show

Minot, N. D. North Dakota State Fair, July 5 to 10. Weather, every variety known to the bison, oldest inhabitant hereabouts. Business, good.

Tenderfeet with show are learning at first hand things for which North Dakota is famous in matter of weather. They arrived in Minot under a sun that was trying to chase mercury thru top of tube. Monday on fairgrounds each and everyone ate his "nearly a peck of dirt" when a duststorm gave them a sample of life in dust-bowl area. Yet business was good. During week business fluctuated under meteorological conditions like stock market in war time. It soared and fell and Saturday night show closed with best day of business on week. Everything was lively until midnight. Sunday train left for Bismarck. Seven miles from its destination it ran into a cloudburst and was delayed several hours. Those who drove overland met another trial. Grasshoppers by millions splashed on windshields and materially delayed fast driving. When train was stalled seven trucks ran out to bring passengers in. However, they could not reach cars and their troubles were their only reward. Note: Walter K. Sibley and wife celebrated 44th anniversary of their marriage July 7. But they told no one about it until July 9.

BEVERLY WHITE.

Crystal Exposition Shows

Pulaski, Va. Week ended July 3. Auspices, fire department. Location, Cool Springs showground. Weather, fair. Business, very good.

Spot proved to be biggest of season. All shows and rides did a capacity business at times. Young Billy Bunts added two concessions, ice cream and hearts. Jean Biddle joined with three concessions. Manager Bunts presented his youngest daughter, Irene Crystal, with a thorobred Shetland pony. Mr. and Mrs. Frantz joined with their iron horse show. Billy Arnte has taken charge of Minstrel Show. *Southwest Times Daily* gave show plenty of publicity. Wonderful tieup with paper for Madame Zetta, mentalist, with Side Show. Bunts and Benjimen, concessioners with show for past three years, added two more concessions. Manager Bunts does a lot of boasting about his minstrel show band, carrying 22 people with George Brocton directing. Shorty Rice, chief carpenter with show, has done some good work. He carries a 20 by 30-foot top that is used as a workshop exclusively.

ALTA MAY BUNTS.

Cetlin & Wilson Shows

Williamsport, Pa. Four days ended July 10. Auspices, VFW. Location, Maynard street circus grounds. Weather, hot and rain.

Owing to staying over in Clearfield, Pa., for July 5 show opened Wednesday to fair weather, also clear Thursday. Rain Friday and Saturday put another engagement on wrong side of ledger. This was first show to exhibit within city limits in several years. Weekly meeting of Boosters Club held on Thursday instead of Wednesday was another huge success. Credit for entertainment goes to Sammy Lewis, who really can and did put over songs and dance as only Sammy can. He also spoke ing local hospital to see one of h formers who was laid up wrenched knee. He told of pitifu of several old ladies who were there. Immediately after his talk lection was taken up and he pointed a committee of one to p little necessities for those there out relatives. A rising vote of was tendered to Sammy for his h interest. Death took from show people during this engagement, from drowning and one from accident. Ernest Biehm and Clara Thester, pen, two performers from the Illusi Show, were drowned, and John Robe. Carter, who was hurt in Clearfield, Pa., died there in the hospital on Saturday morning. On Friday night J. W. Wilson read a eulogy for first two, with taps being sounded by members of the VFW Drum and Bugle Corp, and on Saturday Ted Miller read a eulogy for John Carter, with taps again being sounded. Two sisters of late Johnny J. Jones were visitors on Saturday, Mrs. Ray Meade and beloved sister, Sue Smith.

GEORGE HIRSHBERG.

Buckeye State Shows

Biloxi, Miss. Week ended July 4. Location, Community Park on beach. Weather, occasional showers. Business, excellent.

Everyone glad to be enjoying cool Gulf breeze. Opened Saturday night to big crowd. Sunday had excellent business. Lull until Saturday, first day of events. Queen and her maids and Governor White arriving that day were midway visitors, enjoyed rides and other attractions. Fourth everyone had excellent business from 8 a.m. until midnight. Wednesday show members chartered President Roosevelt, excursion boat, and went on fishing trip to Ship Island 12 miles out in Gulf of Mexico. All were successful fishermen. Then visited Fort Massachusetts and enjoyed surf bathing. Visitors on trip were Mr. and Mrs. Farle Bashem, formerly with show; Jauweece Gentsch, daughter of J. A. Gentsch; Gentsch's mother and sister, and Josephine Spearman, formerly with show, visited. Manager Galler purchased a new candy race track. Frank Gaskins is in charge.

ELOISE LOWRY.

Dee Lang Shows

Hallock, Minn. June 28 to 30. Auspices, Kittson County Fair Association. Location, fairgrounds. Weather and business, good.

Tuesday, second day, proved best of three. John Sweeney scored with bingo. Tack Nail, assisted by Charlie Pennington and Cecil Meeks, joined here with new flashy big wheel. Pat Murphy has Life Show. *Dixieland on Parade* members are resplendent in new costumes. General Representative Elmer Brown is a busy man at fair dates.

Warren, Minn. July 1 to 3. Auspices, Marshall County Fair Association. Location, fairgrounds. Weather and business, good.

Short move of a few hours. Shows and rides up and ready for afternoon play. Large crowds each night. Dodgem continues to score among rides, with Duplex Big Eli Wheels close second. Milford Smith, of Siegel Tent and Awning Company, visited. Orders for tops for bingo stand and Dodgem ride placed with him.

C. R. NEWCOMB.

Endy Bros.' Shows

Souderton, Pa. July 5 to 10. Auspices, Business Men's Association. Weather, rain opening night, fair balance of week. Business, excellent.

Many new additions have been added to show. A new 80-foot front for Hawaiian Show has been built, with indirect lighting effects. Show now has all new canvas from marquee to last top on midway. From Baker-Lockwood are five new concession tents of brightly striped blue and orange, purchased by William J. Tucker for ball game, riding devices and other concessions. New features of shows' publicity in advance are specially designed paper for Bench Bentum's diving sensations. This was produced for Endy Brothers and Bentum by Metropolitan Printing Company. To aid in presentation of act new sound equipment was furnished by Donald T. Hankins. In addition Hankins furnished new systems for front entrance and all main shows. Visitors: Mr. and Mrs. B. H. Patrick, *The Billboard;* Doc Jacobs, legal representative, Philadelphia; Herb

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tropolitan Printing Company, Weil, Weil's Curiosity Shop. and Ralph Endy are known everyone in this vicinity, hav- born and reared close by. ed big on July 5. All parades ears of Progress Celebration front of showgrounds. Two r it started to rain, but peo- rode riding devices and at- ows until a driving rain finally em home. Thus a grand open- spoiled. Harry Burke joined as exploitation representative. His job was Souderton celebration. He good work in lining up special dinees and a public wedding. David dy, Ralph Endy and Eddie Lippman ve a dinner to all magistrates in Montgomery County. After dinner they were all entertained on midway. Billy Ditchie, of water-show note, visited Bench Bentum and staff of shows. In his party were Mrs. and Miss Ritchie; George Craig, high diver, and Mrs. Ray Richard, high diver with act, and Bill Glass, chairman of Firemen's Fair, Springvale Pa. Mrs. Herb Tinsley and daughter joined show again.

HARRY BENTUM.

Fairly-Martone Shows

Aberdeen, S. D. Week ended July 3. Auspices, Brown County Fair Board. Location, fairgrounds. Weather, good. Business, fair.

Originally contracted as a celebration and race meet, spot turned out to be "still" due to committee's failure to secure State permit to hold races. Business better than average. A display of fireworks Saturday night drew crowd estimated at 8,000, with majority on midway. Display was bought and shown by management of show. Decision of county officials that show must close at midnight Saturday, conforming to State laws, was strictly enforced, causing a big loss in gross. Work of painting rides completed during week. Local broadcasting company co-operated with publicity department of show, as did local newspapers, resulting in wide publicity. Entertainers from show were on air every afternoon with a program. They were Lucille Young, accordion; Mitzi Morgan, singer, and Carolina Redbirds; Streeter Frye and Hobert Shelton. Bruce Barham handled programs for show. Duke Mills and wife, of Polack Bros.' Circus, were nightly visitors, as was William Owsley, past president fair board and prominent circus and carnival fan. Mr. and Mrs. George Ames and daughter, June, left to join an Eastern show.

BRUCE BARHAM.

Eric B. Hyde Shows

Madison, Ind. Week ended July 3. Location, circus lot. Auspices, none. Weather, cold to Friday. Business, fair during week and big Friday and Saturday.

This city has been a stand-by for the Terrills for many years. This date making 22d stand since 1907, and that makes a record of some kind, as various shows exhibiting over this period have always had a winning week here, never a loser. Business was light to Friday owing to cold weather, but Friday and Saturday made up for the lean days with all the business that this size town could give. Madison, a river town, isolated from any trunkline traffic but surrounded by valley towns of fair size that make Madison the trading center, put thousands of people in town during weekend. Frank Vevoe joined with a string show. Ma Green added two concessions, nail stock store and high striker. Hughy Lowe added two concessions.

JAN HYTER.

O. C. Buck Exposition

Keene, N. H. June 29 to July 5. Auspices, American Legion. Business, good.

Second year for show here under Legion auspices and successful in every way. Gross more than doubled last year's receipts. However, show is much larger this year than previously. Jack Howard's new Jo-Ann two-headed baby show with a new front and outfit ran close to much larger shows in receipts. Shows and rides opened Sunday afternoon to large crowds and concessions opened at midnight, crowd staying until wee small hours of morning. Big bonfire Sunday night was one of main attractions. Jammie Graves, sky-high girl, had to leave Saturday night for a jump to a park in Scranton, Pa., to open Sunday night. Swift Diving Family held crowds and went over big. Octopus ride and Ridee-O ran neck and neck for top money among rides. Al Grill, new superintendent of concessions, on the job early. Saturday night at opening time a downpour. Tom Hefferman spread 50 bales of shavings and crowds all seemed to come back. Kuntz & Austin's Palace of Wonders took top money during entire engagement. Jockey Rowland's drome gave them a close race. Mrs. Mabel Kidder visited, rearranging her mystery show. Mrs. O. C. Buck now on show, giving her husband a hand in office. Everyone painting and rebuilding. Cuban Rumba Show with real native Cubans now handled by son of famous showman, Victor D. Leavitt, doing good business. Frank Hildebrand, contracting agent, joined for advance.

ROSS MANNING.

McClellan Shows

Mt. Carmel, Ill. July 7 to 10. Auspices, none. Weather, hot. Location, Booster Tavern lot. Business, fair.

Dull following Fourth. J. D. Bowman drove to Tiptonville, Tenn., and brought his wife and daughter back. Mrs. George Heiman visited her home in Moberly, Mo. Mrs. J. T. McClellan and Mrs. T. Neal hold championship in fishing. General Manager Roy Goldstone was on a two-day business trip. Maud Keel Williams still busy with advance publicity. Mr. and Mrs. Henry Gladish, of Petersburg, Ind., visited. Mrs. Gladish is Mrs. McClellan's sister. Roy Yumwalt, of Veterans' Hospital, Memphis, visited. Dixie Gean Deasley, of Princeton, Ind., is visiting her aunt Mrs. J. T. McClellan.

L. OPSAL.

Latlip's Home State Shows

Pennsboro, W. Va. Week ended July 10. Location, fairgrounds. Auspices, American Legion. Business, very good. Weather, showers.

Show arrived in time from Grafton. Everything moves on semi-trailers. All ride men used paint and brushes, as everything was repainted. Chairman of American Legion gave wonderful cooperation. Octopus got first money, Twin Eli Wheels second. Captain Dehem got top money of shows and Curley LeGere's Side Show second.

DAVID LATLIP.

Curl Greater Shows

West Union, O. Week ended July 10. Location, streets. Auspices, Lions' Club. Weather, bad. Business, good.

Tho this was smallest town show has played, crowds were large, as near-by territory is thickly populated. Lines of city light and power company were unable to stand load of carnival lights and midway was in darkness most of Monday night. General Agent Doc Edwards laid out lot to advantage. Sand bags were necessary as stakes. Charles Monjar and concessions left.

L. E. (ROBA) COLLINS.

Ellman Shows

Ladysmith, Wis. July 3 to 5. Location, streets. Business, excellent.

Show was well received. Charles Ellman returned from booking trip. June Ellman, of Milwaukee, was a visitor. General Agent Keenan is busy booking. New arrivals: Anastasia Kowalski, ball game; Red Taylor; Pete Lelie; Margaret Mathias, carmel corn; Jack Peoples, corn game. Show moves on 10 trucks and trailers.

JIMMY FRANKLIN.

West Bros.' Amusement Co.

Bismarck, N. D. Week ended July 3. fairgrounds. Weather, good. Crowds, big. 40 and 8 Club. Weather, fair. Business, good.

Duststorms hurt business. Good cooperation was had from committee. Joe Howard bought a new Chevrolet. Mr. and Mrs. Ellis White got news from Kansas City, Mo., that they were grandparents, a child having been born to Mr. and Mrs. Charles Schaeffer. Tiney Tatge is building new trailer fronts. Jim Laughlin made a business trip to Minneapolis. Two hundred yards of black plush arrived for new girl show, also costumes from New York and two new tents from Fulton Bag. Merchants' tickets went over big. Plenty of children were on midway. Virginia and Vernard McArdle are going over with monkey circus. N. S. Nicola, Don Lames, P. J. Baseflucy, of Dickinson, were guests of Virginia and Jim Laughlin.

Dickinson, N. D. Week ended July 10. Auspices, Chamber of Commerce. Ten-cent gate. Weather and business, fair.

Show made move in good time and was ready to go at 1 p.m. July 4, 5 and 6 were big days, last three days just fair. New sound car arrived. It is royal blue with two big silver horns. Virginia Laughlin bought an Octopus, to be booked with an Eastern carnival, also a new Kiddie Auto Ride from Allan Herschell. This Octopus makes second bought by management this season. H. D. Smith, general agent, sends word that show has contracted some fairs. Leon Leonard is on Dunn Side Show, which has a new green 140 by 30-foot top. *Darktown Follies* has all new top and inside. Glen Osborn had a setback and was compelled to stay in Bismarck under a doctor's care. Virginia Laughlin driving to Davenport, Ia., then to Columbus, O., on a business deal with F. E. Gooding. Helen Moore and Mrs. R. J. Christy on sick list.

ROBERT LAUGHLIN JR.

Zimdars Greater Shows

Frankfort, Ind. Week ended July 10. Auspices, Fire Department. Location, fairgrounds. Weather, good. Crowd, big. Business, fair.

Had display of fireworks July 5. Two accidents on way from Wabash, Ind. A truck containing Tilt-a-Whirl collided with another truck, killing one and seriously injuring another. Driver of truck with Minstrel Show overturned semi-trailer on sharp turn. No one was hurt. Tom Charles Rogers, Princess Yucamid and Lon Mortin and his wrestling bear played this date with show. Charles Raymond and George Harris, of C. L. Spencer Shows; Charles Driver, and Frank Parker, formerly of Wortham Shows, were visitors. Tuesday night Harry Zimdars sponsored newsboys of local dailies.

CHARLES SEIP.

Orange State Shows

Narrows, Va. Week ended July 10. Auspices, American Legion. Business, good.

Spot turned out to be one of best small towns played so far. Merry-Go-Round did well each night and Eli Wheel and Chairplane did near-capacity business. Friday evening a storm struck, but sky soon cleared and a good night. Manager Leo M. Bistany purchased new semi-trailer to carry Merry-Go-Round.

R. W. REED.

Sims Greater Shows

Timmins, Ont., Can. Two weeks, June 28 to July 10. Silver Jubilee and Porcupine Old Home Week, sponsored by Timmins Lions' Club. Location, ball park. Weather, rain six days. Business, good when weather permitted.

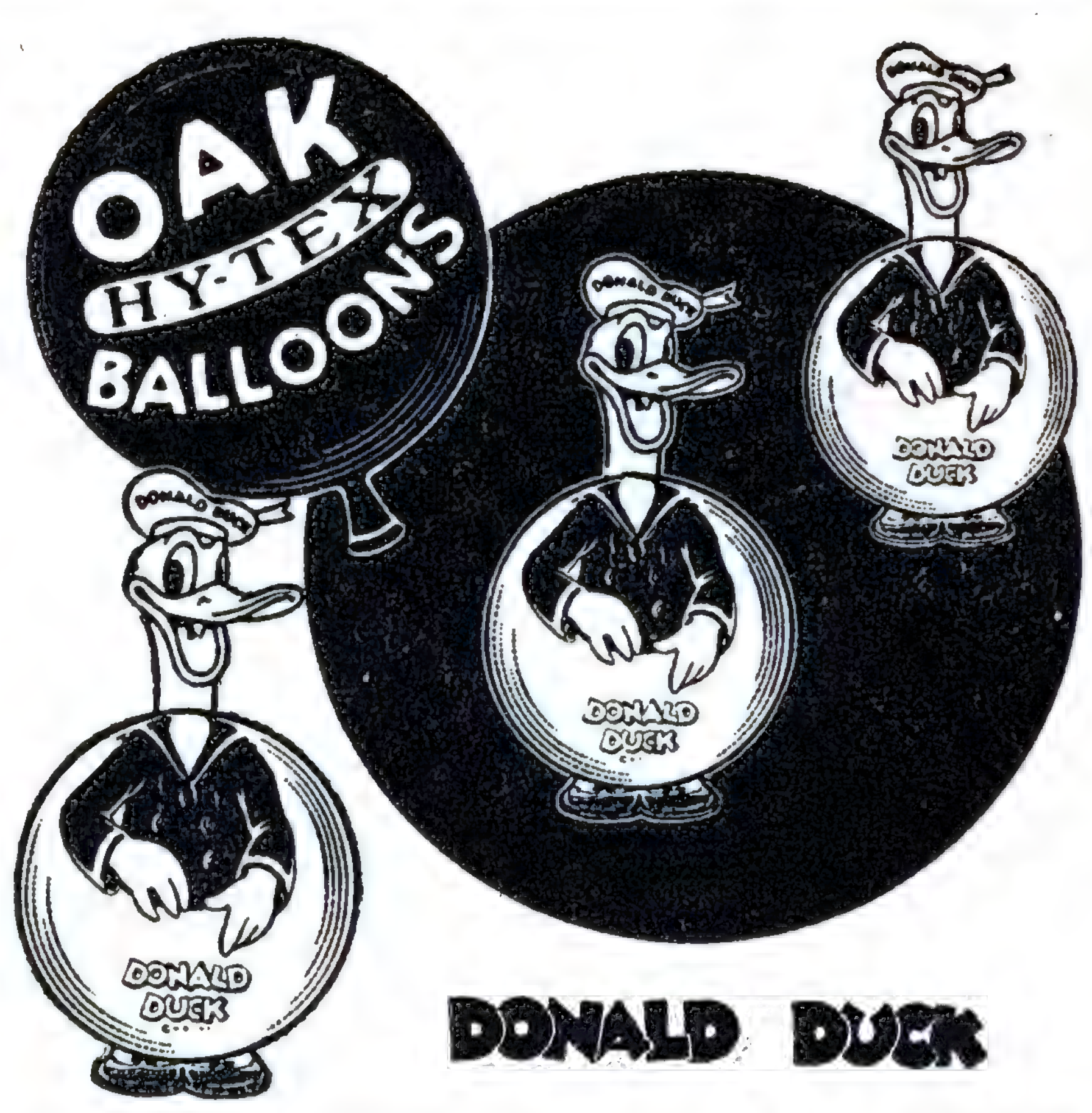
After looking forward to this spot from beginning of season as an outstanding celebration in Canada weather man went on one of his bad sprees and marred engagement with rain June 30 and July 1. First rain was so heavy all day long that not an attraction on entire midway opened. After remaining over for an additional week in order to catch entire camp pay day on Friday had beautiful weather first four days and rain Friday and Saturday. Show received very good support from both newspapers and radio station. Chairman William Wren and members of committee gave every co-operation and proved themselves splendid fellows. Mayor J. P. Bartleman visited midway on various occasions and was present at drawing for a model home and an automobile on closing night of engagement.

FRED W. SIMS.

Greater Exposition Shows

Kalamazoo, Mich. Week ended July 3. Location, Burdick street grounds. Auspices, Knights of Pythias. Pay gate, 10 cents. Weather, ideal. Business, profitable.

Monday opening lost due to playing Sunday in Gary, Ind. Opened Tuesday night. Attendance and patronage increased each day thru Saturday. Thomas (Skinny) Dawson, Allen Lester and William Bickell, of Cole Bros.' Circus advance, were guests of show. Writer addressed luncheon club accompanied by Rajah Rodah, Herman Singer, Maxine and Len and Roy, as entertainers. Remembrance services for Mrs. C. J. Frame, died suddenly, Michigan City, Ind., sister-in-law of retired Battle Creek showman, Hal Stratton. Ford Roe, former circus man and publisher; Hal Stratton, Eddie Marsh and Mrs. Jane Pickell, banqueted. Jo-Ann scored in surgeon's clinic. Howard, lobster boy, ditto. Thomas (Arizona Jack) Moore, whipcracker, added to Hart and Hart's Wonder Show. Henry G. (Hank) Bergan



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WANTED Lead Gallery, also Legitimate Concessions of all kinds, Side Show Acts, good Freak to feature, Tattoo Artist, Girls for Girl Show. Get with a show that plays the proven money spots. Camden, O., Home-Coming; Piqua, Union City, Lynchburg, Kingston, Port Jefferson, New Carlisle, Blanchester; all Ohio celebrations. Wire or write. **W. S. CURL SHOWS, Camden, Ohio.**

BINGO AGENTS WANTED

For the following units: Unit No. 1—**ERIC B. HYDE SHOWS,** Shelbyville, Ind., this week—22 weeks to follow. Unit No. 2—Opening at Ellicottville, N. Y., August 9—9 weeks to follow. Unit No. 3—Opening at Brodhead, Ky.—9 weeks to follow. Give full details in first communication. Age, experience, for whom you have worked and salary expected. All communications to **CLAY MANTLEY,** care **HYDE SHOWS,** Shelbyville, Ind., this week, after that Ellicottville, N. Y.

WANTED

For a line of Home-Comings: Legitimate Concessions and a Kiddie Auto Ride. Otter Lake Home-Coming, July 21-25; Otisville Home-Coming, July 28-31; New Lothrop, Mich., August 2-3; Beulah Home-Coming, August 6-7, and many others to follow. All in Michigan. **CARLSON SHOWS.**

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For beautiful new Life and Anatomy Show. Good proposition for right party, either lady or gentleman. Wire prepaid. Long season for right party. Address **MARVIN DENT,** care **JOHNNY J. JONES SHOWS,** Danville, Ill., July 19-22; Salem, Ill., 24-31.

Hoffner Amusement Co.

Wants Concession and Shows. Have Corn Game, Pop Corn, Ball Game, Photo Machine, Duckpond. Already booked for Odd Fellows' Home-Coming, Glasford, Ill., July 26 to 31, on streets. **W. M. HOFFNER.**

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orating on its front. Peggy, wife of Harry Smith, suffered relapse. Rushed to Battle Creek sanitarium. Lola Thomas and colored minstrels gone elsewhere. Showfolk of Majestic Exposition Shows, R. G. McHendrix, general manager, and Greater Exposition clan exchanged visits. Barton Giles, Homer Hastings and Paul W. Markham, experts on criminology, made survey of Walter Japp's Crime Show, pronouncing it "balanced and accomplishing genuine good." Distinguished men's verdict in big letters framed at Crime Show main entrance. Kenneth Blake preparing to go to Dallas and take part in championship diving contests. Official Painter Starkey and decorators have all equipment in new lettering, gilt carvings and panel paintings. Remembrance service for Kent Hosmer. DOC WADDELL.

Hilderbrand's United Shows

Aberdeen, Wash. Seven days ended July 5. Location, Franklin School site. Auspices, American Legion Post No. 5 Flash Celebration. Business, excellent. Weather, fair. Pay gate, 10 cents; breaking all previous records.

General Manager E. W. Coe was forced to leave off 200 feet of banner line and two small rides in order to place show on lot. Lucille King's advertising campaign was most extensive ever undertaken by this organization and results spoke for themselves. Special broadcasts were made over KXRO using various acts off show. Four local concerns personally sponsored Don Varo, "Human Icicle," by featuring his act in their advertising. Betty Coe proved her rating as champion ticket seller by handling entire marquee unassisted with a nonchalance that was interesting. F. G. Roper, secretary of Josephine County Fair at Grants Pass, Ore., was special guest of show. Opening night entire personnel of Martin's United Shows exhibiting in Raymond were welcome visitors. During week members of Hilderbrand's returned visit. Mr. and Mrs. Lawrence Wright, formerly with Leavitt-Brown-Huggins Shows, entertained several showfolk at dinner in their home in Hoquiam. Mr. and Mrs. Clarence H. Alton had his mother, Mrs. C. H. Alton Sr., and his sister, Mrs. Grover Wright, as guests. Mrs. Annette Heller was entertained by relatives all week. Bud Cross' two gigantic bingos ran until wee hours of morning. "One-Gun" Keith Terwilliger Sutton departed for West Coast Shows. Hazel Fisher and Verna Seeberg's stands sold out nightly. Mr. and Mrs. Claude Barie and writer were guests of Mr. and Mrs. Ben H. Martin and Mrs. Lelia Groff during their visit to the Martin Shows. They were also entertained by Florence and Edward Walters. "Love-bugs" Lucille and Lyman Grisham carry on to amusement of showfolk. Due to recent illness, Vivien Taylor was forced to cancel her contract with Four Thrillers and return to her home in Los Angeles to convalesce. Louise Maynard recently returned from her engagement with Four Corintos at Japanese Exposition in Tokio, replaced Miss Taylor in act. Maynard's performance made an instant hit. H. B. and Emmy Clifford with family departed to play fairs with their cookhouse. Fred Stewart and Betty Coe were selected to represent Hilderbrand's Shows this year in contest for membership for Pacific Coast Showmen's Association and Ladies' Auxiliary. Campaign for new members on 5th, Showmen's Day, was most successful. Mr. and Mrs. O. H. Hilderbrand and Betty-Joan departed on vacation to their newly acquired farm in Oregon. Morris Rocoway, of Portland, accompanied Hilderbrands after spending holidays as their house guest. Art Sussman was a visitor from Portland. All of shows were equipped with loud-addressing systems with musical attachments, consequently show does not lack musical entertainment. WALTON DE PELLATON.

Dodson World's Fair Shows

Ashtabula, O. Five days ended July 3. Auspices, Veterans Foreign Wars. Location, Station avenue showgrounds. Weather, cool and cloudy, cloud-burst Friday afternoon. Business, fair.

Show ended engagement at Niagara Falls, N. Y., Sunday midnight. Arrived here late Monday. Everything in action at 7 p.m. Tuesday. Saturday biggest day of engagement. New addition to show is Smith's World's Wonders, W. H. Smith, owner; Thomas E. Burns, assistant manager; H. B. Ward, talker; No. 1 ticket box, Robert Vanderbilt; No. 2, William Tracey; Shanghai and wife, tattoo artists; Gray Family, glass blowers; Philip Rockwood, trained dogs; Ray Temple, half and half; Prince Mader, torture act and alligators; Professor Samuel, mentalist; William McFadden, lecturer; Alice Burns, Lillian Jennings, Marion Thompson and Josephine Roberts, illusions. Many visited Great Lakes Exposition, Cleveland. C. Guy Dodson spent a day there in company with Mrs. Dodson. Madame Zelma (Mrs. Clarence Sherman) is enjoying pleasant season. Little Ruby Dodson is doing well with her new specialty singing and dancing number in Gay Paree Revue. Visitors: Dell Darling, sheriff of Erie County, Pa.; Walter Wheeler, Sam Nelson, Forrest Wheeler, William Fox and Fred Williams. DAVE CARROLL.

West Coast Amusement Co.

Klamath Falls, Ore. June 28 to July 5. Auspices, July 4th Celebration. Location, uptown. Weather, ideal. Business, excellent.

For second time show played this celebration, and for eight days and nights behind a 10-cent pay gate. Four Bell Thasers, high free act, booked by Jack Schaller, pleased great crowds. A payroll town but not troubled by strikes, mills working day and night. First and only show to be here since last July 4 and it was "gigantic." Every show and ride did capacity all during engagement. Midway closed last Saturday night at 3 a.m. Concessions did a healthy business, and Carl Holts jammed them in 10 times a day in his big specially built top. M. E. Arthur and his four attractions did a most satisfactory business. Manager Krekos handled front gate exclusively and had a grand crew headed by ticket seller Nick Sotogos, better known as "Russian Nick." Glen Loomis had two Eli Wheels full of banners and a car on exhibition. Writer handled publicity, using 4,000 sheets of paper, mostly from Donaldson, on routes out of here. Secretary and Auditor Leo Leos were busy from daylight until dark counting up. W. T. JESSUP.

Byers & Beach Shows

Fairfield, Ia. Week ended July 3. Auspices, American Legion. Business, good. Weather, favorable.

One of best weeks of season. With a variety of attractions as an added inducement good crowds turned out entire week. Saturday morning all show trucks were paraded thru town with huge banners advertising a free fireworks display in evening and a free kiddie matinee in afternoon, consequently rides reported best matinee to date. However, after sidetracking Saturday night jinx for a week, threatening weather shortly after opening time scattered crowd early. A light shower followed, spoiling most of evening. Mrs. Carl Byers drove Mrs. Mack Frailey to Springfield, Ill., where latter was called due to serious illness of her husband. Frailey later died on July 3. Monday morning June Byers, daughter of Carl Byers, suffered painful injuries when she fell from a trapeze, breaking her right arm and spraining her left wrist. Visitors: Bill Grund, Des Moines, Ia.; Bert Merrill, State Center, Ia., and Oscar Rice, Clarion, Ia. DON TRUEBLOOD.

Clint's Exposition Shows

Somerset, Pa. Week ended July 10. Auspices, Ball Club. Business, good. Weather, fair.

Sam Davis' ride had best week of season. Glen White did well with his Snake Show. Magic Show had good profits. Attendance was big. FRANK P. CENTENAIL.

West Coast Shows

Everett, Wash. June 28 to July 5. Location, N. P. lot. Weather and business, good. Auspices, American Legion.

This spot somewhat of a disappointment on account of losing one of big days, Sunday, July 4. Lot was full of people about 7 o'clock Sunday evening and disappointed to find everything dark. Monday was big. Lot was filled at 10 in morning and people stayed all day and late into evening. Visits were exchanged between Douglas Greater Shows and personnel of West Coast Shows. Ed Smithson, who handles banners and lays out lot, was stricken with an attack of gallstones and was taken to hospital here, recovered and is back on job again. Ray Hamilton, with wife, Ann, closed with Wonderland Show here and has joined Douglas Shows. Ray to take charge of front of girl show and Ann to work in cigaret shooting gallery. Wonderland Show now operated by writer and several changes made in personnel. Al Johnston now has charge of front; H. J. Olson joined and has No. 2 ticket box; Ellen Ridenour, Dorothy Bauch, Georgiana Clemens and Nellie Droddy working illusions and bally; writer handling inside and John Wolcott taking care of canvas. Clark Willey, who operates motordrome, stated that he broke all previous records for drome at this spot. Gladys Dodge, who rides under name of Virginia Dare, was born and reared in Everett, and as this is her first season riding drome home-town folk were much interested in seeing her ride. Harry L. Gordon, general agent, was at head of midway all week greeting visitors. Dugout Crawley arrived to take charge of cookhouse. Hal Compton reports side show as doing good business. Jimmy Kling joined to take job as lot superintendent. Owner W. C. Huggins made several trips to Seattle. Slim Tremaine busy looking after office and his high striker concession. E. O. Douglas and Bill Myers among visitors. FAY RIDENOUR.

Hennies Bros.' Shows

Kenosha, Wis. Week ended July 8. Fourth of July Celebration. Auspices, American Legion Post No. 21. Showgrounds, 52d street and 30th avenue. Attendance, 37,000; seven days' engagement. Business, excellent. Weather, ideal.

Wonderful committee, strictly business and fine bunch of live wires. Showgrounds gave show an opportunity to set up in proper style and manner, and with new entrance arch set up for first time helped make an imposing picture of midway. *Kenosha Evening News* gave show a wonderful play with publicity and art in advance and during showing week. Visitors: Mrs. Ethel Murray Simonds, secretary of Muskogee (Okla.) Fair, accompanied by husband, Doc Simonds; S. W. Mitchell, secretary Kansas State Fair, Hutchinson; Mr. and Mrs. Lew Keller, Chicago; Mr. and Mrs. Louie Torti, Mr. and Mrs. Ned Torti, Mr. and Mrs. Sunny Bernet; Mr. and Mrs. Bob Hutchinson, Milwaukee; Mr. and Mrs. J. C. McCaffery and Joseph Streibich, Chicago. New Heyday ride arrived and was set up and operated. JOE S. SCHOLIBO.

World of Mirth Shows

Tonawanda, N. Y. Week ended July 10. Location, streets of city, business section. Auspices, Niagara Hose Drum Corps. Weather, fair but hot. Business, fair.

In face of strong opposition from pools and beaches as first heat wave of summer set in, show had a fair week on downtown street location. Ideal from angles of accessibility and advertising, location did, however, lack size needed to properly display show. Narrow in width, it was necessary to cramp shows and rides together, with the Big Eli Wheels setting three city blocks away from marquee. Florescu, swaying pole act, worked on adjacent property off midway proper. Shows arrived from Oswego in time to catch July 4 evening trade handily. T. W. (Slim) Kelly's new jungle monsters were displayed for first time, nicely framed in a pit presentation with Mrs. Lawrence (Giggs) Bowe lecturing. Front, in keeping with other new ideas introduced this season, offers four chromium towers in a pyramid design that is set off by indirect lighting. Mrs. Hans Mertens, on sick list for several weeks with an infected finger, rejoined her husband after having rested a week at Ilion while the show was at Oswego. Visitors: George H. Cramer, president, and C. V. Starkweather and Elmer Rhodes, of Spillman Engineering Corporation; W. C. (Bill) Fleming, of H. Wm. Pollack Poster Print; Ralph Hinkson, State editor of *The Buffalo News*, and wife, and Max Cohen, general counsel of American Carnivals Association. Mr. and Mrs. Max Linderman, together with Victor Wetter and Nicky Page, of Midget Theater, were dinner guests at home of Mr. and Mrs. George H. Cramer. GAYLORD WHITE.

Happy Days Shows

McLeansboro, Ill. Week ended July 10. Auspices, the fair. Weather, ideal. Business, only fair.

Great grand-stand show. Lum and Abner and others held the large crowds until 11 p.m., consequently midway shows, rides and concessions never had a chance to gross much business. However, local papers stated that all attendance for this fair was broken. Due to late harvest and a very large one people were so tired after the grand-stand blow-off that they rushed home and into beds. Crane and Logan joined with frozen custard, grab stand, jingle board, pop corn and short-range shooting gallery. All preparations are being made for an operation on Mrs. T. L. Dedrick to remove the stiffness from her left knee. Mr. and Mrs. S. W. Brundage are still on the active list and are getting around as mere youngsters. All shows and rides are being painted. Maggie, Midget and family of black and tans are all healthy, frisky and popular with showfolk. FLOYD R. HETH.

Keystone Shows

California, Pa. Week ended July 10. Auspices, American Legion. Location, California bottoms. Weather, rain. Business, light.

Legion's fourth annual homecoming was almost ruined by rain. Mrs. Hartzberg is authority for statement that this "dark" Saturday is first in history of show. Independence Day celebrated Monday, July 5, with fireworks and parades went over to good business despite an occasional shower. Then post-holiday lull, winding up week with lot flooded, necessitating hiring of towing equipment to get show off lot. Manager Hartzberg added two trucks to fleet, a semi equipped with a winch to load and carry Octopus, the other for electric wagon. Rowland, who does swaying-pole act in Aerial Circus, scaled tallest building in town to a record-breaking crowd. Frank Graves turned from showman to concessioner. Tom Kirk out of town most of week. Ed Hilderbrant, busy rain or shine, building and designing new fronts and show equipment. Observations: Photo booth always registers in Pennsylvania—so many uniforms. . . . Pop corn next to West Virginia. . . . Pennsylvanians take a lot of chances on automobiles. Nearly every committee starts an auto contest (donations) early, winding it up last day of festival. . . . Towners compare free acts and revues. CHRIS M. SMITH.

Lone Star Carnival Attractions

Kenneth, Mo. June 11 to 16. Auspices, none. Location, lot on State Highway 84 east of city limits. Weather, warm. Business, very good.

Gideon, Mo. June 18 to 23. Auspices, Boy Scouts. Location, lot opposite depot in business section. Weather, warm. Business, exceptionally good.

Malden, Mo. June 25 to 30. Auspices, none. Location, lot on State Highway 25 south of city limits. Weather, warm. Business, excellent.

At each of these places the weather was very hot, but the attendances were good. The grosses on the rides increased each week, with receipts particularly good on each of the Saturday nights.

Sikeston, Mo. July 2 to 5. Auspices, Municipal Board of Aeronautics. Location, airport north of city. Weather, warm. Business, very good on two days.

No business was done on opening or last days, but was very good on each of other two days. Attendance was exceptionally large on July Fourth.

Clarkton, Mo. July 6 to 8. Auspices, Business Men's Association. Location, center of business section. Weather, warm. Business, fair on second day only. H. A. CARTER.

Fred R. Stumbo Shows

Seneca, Mo. Week ended July 10. Location, City Park. Auspices, Civic Club. Weather, unsettled. Business, fair.

After playing a Fourth celebration July 3 at Stockton, Mo., show made a quick move into Seneca for a second Fourth celebration. Tho daunted by rain each spot came up to standard. Big Eli Wheel No. 5, recently bought by Stumbo, gets top money. Don Friends' Athletic Arena is first of shows and Mechanical Farm second. Fat Martin's corn game seats are full day and night. Merry-Go-Round has been repainted by Russell Hardee. J. W. KEOWN.

BARKER SHOW WANTS

Lot Man, Talker for Minstrel Show, also Chorus Girls and Comedians. Will book Monkey Circus, Funhouse or any Grind Show of merit. Concessions: Custard, Mousie, Scales, Novelties, Floss or any Legitimate Concession. Also Cookhouse Help. Address all mail to **BARKER SHOW, Princeton, Illinois.**

Fete Bigger In Manistee

●

National Forest Festival better draw, deficit paid and balance is reported

●

MANISTEE, Mich., July 17.—National Forest Festival here on July 2-5 proved a greater success than the first festival last year. Event was under direction of Jack King, manager of Butterfield Lyric Theater, Manistee, who also was general manager in 1936.

An estimated 80,000 people attended, with peak attendance on July 5, which had the major events. Sponsored by business and professional men of Manistee, who subscribed $6,000 to cover expenses, and with no admission charge to any amusement it drew big crowds from other cities. A limited number of concessions were allowed on streets.

Program included Festival Museum, Lumberjacks' Puppet Show, Ottawa Indian Village, Spike Horn Meyers and his trained bears, 10 ships in the fleet from Great Lakes Naval Reserve, an illuminated yacht parade with naval ships and private yachts, historical and floral float parade, kiddies' parade, band concerts by nationally known organizations, championship lumberjack contests, national champion Lumberjack Orchestra and display by Ohio Fireworks Display Company.

This annual event was conceived by Manistee men as a medium of aiding development of Manistee National Forest and stimulating nation-wide interest in its value as a recreation and conservation center. A non-profit organization, entire cost of celebration is covered by subscriptions in an annual campaign conducted each fall. Sponsors include city of Manistee, Manistee County, West Michigan Tourist and Resort Association; Rotary, Kiwanis and Elks' clubs; St. Joseph's Men's Club and U. S. Forest Service.

Altho there was a slight deficit in 1936, all expenses have been paid for 1937, with a small balance in the treasury. Election and annual meeting is scheduled for latter part of July.

THRILL ACTS
AVAILABLE FOR FAIRS, CELEBRATIONS
HEAD ON COLLISIONS,
HELL DRIVING—NEW CARS,
PLANE AND MOTORCYCLE STUNTS,
COMEDY FORD
SENSATIONAL
BAT MAN JUMP FROM 10,000 FEET
One of The Few Bird Men Alive
America's Only Human Sky Writer
One Parachute Jump or an Entire Show.
Write—Wire. Phone 2644.
SOUTHERN ACES
618 Main St., Richmond, Ind.

WANTED
for Reynolds County
Agriculture Jamboree
and Homecoming
At Ellington, Mo., on Sept. 9, 10, 11
A LARGE, CLEAN CARNIVAL AND OTHER ATTRACTIONS
Address P. B. SMITH,
City Clerk and Member Fair Association.

MAN WANTED
To Help Operate a Fall Festival and
Mardi-Gras at
GEAUGA LAKE PARK
GEAUGA LAKE, OHIO.

WANTED
SEPT. 3, 4, 5 and 6
Rides such as Ferris Wheel, Merry-Go-Round, Whip, Chairplane, or any other Rides you have. No complete Carnival wanted, for we will have our own Concessions. Write or call the **ROSEVILLE FIRE DEPARTMENT, Roseville, Mich.**
Ask for Fireman on duty.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Mills' Vacation Carnival Plays To 42,000 in Tieup With Shows

AMSTERDAM, N. Y., July 17.—At the Mohawk Mills Association, Inc., sponsored Vacation Carnival on July 6-10 in Mohawk Mills Park, in celebration of the first annual vacation week with pay granted to 5,200 employees of Mohawk Carpet Mills, Ideal Exposition Shows had 6 rides, 9 shows and 10 concessions, all rides and shows being free to employees and families during afternoons, operating at night to the public. Mill foremen and office workers assisted ride and show operators in afternoons in taking care of crowds. Competitive and exhibition athletic events were held each day, and free dancing and roller skating were provided.

Fireworks, comprising more than 20 set pieces and more than 100 aerial bombs, on night of July 10 were obtained from and shot off under direction of Imperial Fireworks Company. Free act presented twice daily by Ideal Exposition Shows was an aerial trapeze act by the Original Four Queens, working 132 feet in the air without nets.

It is hoped by the association and management of Mohawk Mills that this can be made an annual affair. Association, with assistance of mill and city administration, has made extensive improvements to the park. Roller rink is open every afternoon and evening, while dancing is held in Pavilion every Thursday and Sunday, using local orchestras on the former day and traveling bands on Sundays. The MMA plans to continue its policy of improving the park to make it an outstanding amusement center.

Publicity for Vacation Carnival week involved no outside-the-mill placards or bills, job being to make every employee aware of all planned activities and get them to enter into the spirit of the week. Temperatures of 90 to 95 on Thursday and Friday were responsible for slight falling off in attendance, following being actual count: Tuesday, July 6, 5,000; Wednesday, 8,000; Thursday, 7,000; Friday, 7,000; Saturday, 15,000; total, 42,000.

Streator Downtown Celebration Is Big

STREATOR, Ill., July 17.—Streator's fifth consecutive Fourth of July Celebration played to 60,000 people despite the fact that at a late hour it was turned into a two-day affair instead of three. At request of city officials there was no midway activity on Sunday.

Midway of the Hoffner Amusement Company was packed on Saturday. It could not hold the crowds on Monday. Details of State police were dispatched to the Streator area to handle traffic coming in on four arterial highways.

Highlights of the celebration included children's parade, children's free circus; free acts, furnished by Joe Cody Producing Company; balloon ascension, Thompson Brothers, and fireworks by Thearle-Duffield. Celebration was handled by an incorporated committee, with rides and concessions booked thru advertising in *The Billboard*. Committee assumed one-third of the expense, raised by the midway, balance being subscribed by business men. Donaldson lithographing was used extensively in 35 communities outside of Streator.

All bills were paid by July 9, with enough on hand for an outdoor picnic for committee members. William J. Lewis served third year as general chairman; F. J. Hart, fifth year as secretary-treasurer. Midway was in charge of E. J. Barrett and Al Dietman for fourth year.

Neb. Chamber Stages Event

OAKLAND, Neb., July 17. — Ewalt Amusement Company, carrying five rides and 29 concessions, did well at a celebration here staged by the Chamber of Commerce, with funds donated by local merchants. Eleven thousand attended. Other professional features were the Hammond Twins, comedy free act, and a rodeo. Event was advertised by handbills, posters and free notices in newspapers.

Home Show Presents Acts

GARY, Ind., July 17.—Acts at National Home Show here on July 6-11 were DeKohl Troupe, Don Bernardo, the Gometzoes and Merrill Brothers and Sister, reports H. K. McGuire, president of Gary Real Estate Board, sponsor of the event. Federal Housing Administration displays were used and 55 booths were operated by merchants.

HELP This Department by Telling Committees About It.

Largely Responsible

WARSAW, O., July 17.—"Warsaw's Annual Homecoming will be held in August and *The Billboard*, which has been used each year, is largely responsible for making this event one of the largest crowd getters in this section of the State. Last year the midway was so crowded that it was almost impossible to get thru. I am thankful I am a reader of that wonderful weekly. The advertisement we carried last year brought so many replies that the committee is debating whether an ad is necessary, but I think *The Billboard* will get one. We are thankful for its co-operation."—FRED G. BUCKLEW.

Five More Permits Granted Sponsored Shows in Detroit

DETROIT, July 17.—Midsummer spurt of sponsored carnivals brought in permits for five organizations sponsoring shows and granted by city council on Tuesday. These include two American Legion posts and three churches. Most church dates in the territory continue to go to Krause Amusement Company, headed by Mrs. Beulah Miller, with the Two Macs, who operate the concessions with the show.

Dates are for F. W. Beaudry Post, West Warren and Livernois avenue; Vernor Post, West Fort and Reisener streets; St. Cyprian's, Cobb and 13th streets; Gate of Heaven, West Chicago and St. Mary's, and St. Cecelia's, Livernois avenue near Stearn street.

Gooding Draws in Marietta

MARIETTA, O., July 17.—Despite rain during the day midway of Gooding's Greater Shows was jammed opening night here of an American Legion Celebration on July 5-10, reports D. E. Drennen, general chairman. Fireworks were furnished by Ohio Fireworks Company, and Mae Collier, high diver, was free attraction. Shows and rides did good business all week except the final night, when it rained.

Midway in Minn. Is Asset

MOOSE LAKE, Minn., July 17.—Rides and concessions furnished by Bert Onsgard and Carl Kuckenbecker helped make the celebration here on July 5 a financial success, reported Chairman V. F. Pembleton. Large crowds attended dances in afternoon and evening. Other features were a parade, band concerts, speeches, field sports and a baseball game.

Shorts

SIREN, Wis., is planning a Silver Jubilee and Home-Coming Celebration to include parade, dancing and carnival attractions.

FIREMEN will sponsor the 150th Anniversary Celebration of Nicholson, Pa., managed by F. Eugene Sykes, who has outlined a program including free acts, parades, bands, contests, Polly Jenkins and her Plowboys and fireworks.

ACTS for Rock Rapids (Ia.) Fire Department Celebration will be booked by Williams & Lee.

BROWNING Amusement Company had charge of attractions at Lebanon (Ore.) 28th Annual Strawberry Festival. Committee collected and spent about $2,500 this year. One of the features was the world's largest strawberry shortcake.

HOT DRY WEATHER drew a big gate on July 3-5, when Missouri-Pacific Boosters' Club sponsored the Monroe,

(See SHORTS on page 72)

WANTED WANTED WANTED
FERRIS WHEEL, MERRY-GO-ROUND AND CHAIRPLANE FOR
Biggest Two-Day Labor Day Celebration In Northeastern Wisconsin, Sunday and Monday.
Paper Mills running night and day. Will consider transportation if move is not too far. Can use Ten-In-One Show.
JERRY KAIN, International Brotherhood of Pulp and Paper Makers, Locals 20 & 147.
Kaukauna, Wis.

Monroeville Free Street Fair
SPONSORED BY LION CLUB.
We need Rides. Prefer someone who will contract or book for next year; also Concessions and Shows (Legitimate).
AUGUST 31 AND SEPTEMBER 1-2-3-4.
W. A. LEUENBERGER — Monroeville, Ind.

WANTED
RIDES, SHOWS AND CONCESSIONS FOR
CELEBRATION, SEPT. 22 and 23
Parties are asked to submit prices or percentage on individual or group numbers.
Write at once to C. J. FERGUSON, Secretary.
West Concord Business Men's Club,
West Concord, Minn.

WANTED
FOR FIREMEN'S FALL FESTIVAL
LENA, ILL., SEPTEMBER 9, 10, 11.
Rides, Shows and Concessions.
H. V. WALES, Secretary.

WANTED, Small Carnival With Rides
Lake Guernsey Water Carnival
AUGUST 7 AND 8.
Address
CARNIVAL COMMITTEE, Guernsey, Wyo.

WANTED
CONCESSIONS, SHOWS, ACTS,
WOLCOTT FALL FESTIVAL
August 19-20-21.
MILLER RIDES.
PAUL DAWSON, Wolcott, Ind.

WANTED
Shows and Concessions for
SAXONBURG, PA., ANNUAL FIREMEN'S CARNIVAL
AUGUST 2 to 7
Rides Booked. No Racket
L. FALLON, Saxonburg, Pa.

WANTED
July 30-31, Amberson Union Picnic
Rides, small Shows, non-gambling Concessions. J. FLOYD LYTLE, Amberson, Pa. Phone 177, Chambersburg, Pa.

WANTED TO BOOK
Independent Rides, Shows and Concessions for August 10, 11 and 12
AUGUSTA COMMUNITY LIVE STOCK SHOW,
Augusta, Illinois.
JAS. A. PHILLIPS, Secy.

WANTED
CLEAN SHOWS AND RIDES OR CLEAN CARNIVAL COMPANY FOR
CENTRAL ILLINOIS HORSE FAIR
Week of August 30-September 4.
Address CONCESSION COMMITTEE, Central Illinois Horse Fair Association, Abingdon, Ill.

Classified Advertisements

COMMERCIAL
10c a Word
Minimum—$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY
5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.,** 439 N. Clark, Chicago. x

AGENTS, CANVASSERS, DEMONSTRATORS, Pitchmen—New, low-priced, repeat product that's different! Morwyte gritless, antiseptic hand cleanser. Removes stains like magic, leaving hands smooth and soft. Harmless, non-irritating, cleans without water. Dramatic in demonstration. Costs 10c, sells for 25c. Prepaid sample 25c. **MOORE LABORATORY PRODUCTS,** 8 Wilson Terrace, Elizabeth, N. J.

ATTENTION, SUBSCRIPTION SALESPEOPLE— If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL,** 538 S. Clark, Chicago. x

BIG MONEY APPLYING GOLD INITIALS ON Automobiles Easiest thing today, No experience needed. Free samples. **"RALCO,"** 1305 Washington, Boston, Mass. x

BIG MONEY FOR YOU—NO SELLING, $50 TO $150 weekly—particulars free. Write today to **ECONOMY SERVICE CO.,** 117½ S. Rob. St., Oklahoma City.

FREE LITERATURE DESCRIBES HUNDREDS plans for making money locally or by mail. **GILBERT SUPPLY,** 1107-B Broadway, New York. x

GOLD REFLECTING WINDOW SIGN LETTERS, penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS,** 7941F Halsted, Chicago, Ill. jy31x

HUSTLERS, STREETMEN, AGENTS, SELL RACING Charts. Flashy package. 50c Seller. Big profits. **DESBO,** 2328W Pico, Los Angeles, Calif. x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE,** 214 Grand, New York. jy31x

NU-PLATE! JUST RUB IT ON—IT PLATES! Instant demonstrator. Excellent profits. Sample, 25c. Details free. **CEE-TEE PRODUCTS,** B-608 Evergreen Ave.., Brooklyn, N. Y.

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON,** 303 W. Erie, Chicago. x

SELL FAN BLADES, LEE, TEXIDE, SILVERTEX, Latex, Bandages, Sundries, Novelties, etc. **KEARNY, WHOLESALE DRUG,** 456 Kearny St., San Francisco, Calif. jy31x

UNIFORM FOUR-IN-HAND TIES—MADE TO order, washable, $3.00 per dozen postpaid. **FERN WHITE WASH TIE CO.,** Warsaw, Ind.

WANTED—PAPER MEN TO WORK FAIRS IN Northern Minnesota, Wisconsin, Michigan. **STOCK & DAIRY FARMER,** Duluth, Minn. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS,** 925 Broadway, New York. jy31x

20 FILTER TIP CIGARETTES, 6c, WITH OUR New Easy Cigarette Maker. 1,000 salesmen wanted. Write for distributors' confidential prices. **MIK-CO,** 581 Colony St., Meriden, Conn.

ANIMALS, BIRDS AND PETS

ACQUIRABLE — MONKEYS, BABOONS, BASEBALL Donkeys, Snookums, Kinkajous, Ocelots, Chinese Dragons, Parrots, Reptiles, Birds, Animals. **LINDEMAN,** 63 West Eleventh, New York City.

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas; Ringtail, Spider and Rhesus Monkeys; also Macaws. **SNAKE KING,** Brownsville, Tex. jy31

EXTRA LARGE ASSORTMENT SNAKES—CONTAINING 7-Foot Bull Snakes, Rattlers, Etc., $15.00. Shipments same day received. **ELLISON MITCHELL,** Naturalist, St. Stephen, S. C.

FOR SALE—FIVE-LEGGED CALF, 3 MONTHS old, in good health. **CLAUDE QUAY,** Feura Bush, N. Y.

FOR SALE—TWO MALE AFRICAN LIONS, 4 years old, big manes, broke to work. Arena, props, shifting boxes. **N. SALIH,** 140th St. and Boardwalk, Rockaway Beach, N. Y.

GIANT RHESUS, MALE, TAME, $25.00; LARGE Female Rhesus, $15.00; Tame Black and White Ringtail, $25.00; Mice, Rats, Prairie Dogs, Talking Parrots. **O'KAY PET SHOP,** 1423 Michigan, Detroit, Mich. x

LIVE ARMADILLOS—ALL SIZES. COMPLETE Families, $7.00; each $1.50; pair $2.50. Prompt delivery. Good feeders. **APELT ARMADILLO FARM,** Comfort, Tex. au7x

PLENTY HEALTHY SNAKES, ALL KINDS; Alligators, Armadillos, Gilas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Peccaries, Coatimundis, Rats, Mice, Owls, Macaws, Parrakeets, Parrots. Wire **OTTO MARTIN LOCKE,** New Braunfels, Tex. jy31

BUSINESS OPPORTUNITIES

EASY MONEY FAST—ANY ONE PLAN WITH three different twists. 50c coin or 1c stamps **DAWSON,** Box 514, North Miami, Fla.

"FOOD CONCENTRATES" OFFER QUICK MAIL success. Vegetable powders, tablets, vitamins (millions vitamin E already sold). Your brands labels. Samples, dime. .**GARDENA,** 128F, Station "S," Los Angeles, Calif.

SELL BY MAIL! BOOKS, NOVELTIES, BARGAINS! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO,** 438 N. Wells, Chicago. tfnx

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 RECONDITIONED, FULLY REFINISHED and guaranteed: 1 Daily Limit, light up backboard. $21.90; 1 Bally Derby, $16.00; 1 Natural, $21.90; 1 Traffic, $2.20; 2 Jumbos, $13.50 each. . 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE,** 702 West Fifth St., Winona, Minn.

BARGAINS—PACES RACES, SERIALS OVER 3500, ilke new, used only ten weeks, $200 each. Can ship subject to inspection. 1/3 deposit. **FRED HOLLINGSWORTH,** Manistee, Mich.

BARGAINS—PIN TABLES, RICOCHET, $20.00; Replay, $20.00; Batter Up, $25.00; Skipper, $30.00; late model Preakness, Derby Day, $60.00. Slots, Mills Blue Fronts, light sides, Extraordinarys, 5-10-25, G.A.S.V., late serials, $50.00; Q.T. Star, $25.00; Cherry, $30.00. Other later Pin Tables bargains. ¼ deposit. **BRYAN McCULLOUGH,** 118 Hill, Blackwell, Okla. x

BARGAINS—BUMPERS, $22.50; PREAKNESS, $65; Turf Champs, $55.00; Caroms, $80.00; Fair Grounds, $115.00; Jumbos, $12.50; All Stars, $12.50; Bonus, $12.50; Palooka Sr., $30.00; Watling Brownie, 5-cent Jackpot Color Wheel, $25.00; Watling Double Jackpot Vender, $15.00. Clean equipment. Can ship immediately. One-third deposit. **EDWARDS,** 2003 Pender Ave., Wilmington, N. C.

BARGAINS GALORE — DIGGERS, 1934-'35 Mutoscopes, $47.50. Factory rebuilt Pamco Marksman, Flying Duck, like new Jungle Dodger, $80.00. Late model Paces Races overhauled, new motors, $215.00. 25% deposit. **MARKEPP,** Cleveland, O. x

BUMPER, $20; BOOSTER, $25; SCORE BOARD, $25; Live Wire, $12; Home Run, $25; Red and Blue, $12; Big Shot, $7; Gusher, $7. ½ deposit. **EASTERN,** 350 Mulberry, Newark, N. J.

CANADA: 15 KEENEY BOWLETTES, LIKE new, $175.00 each, 14 ft. 1 Wurlitzer Skee Ball, floor sample, $225.00. **CANADIAN NOVELTY CO.,** 519 Victoria St., Kingston, Ont. jy24

EIGHT USED SKEE BALL ALLEYS FOR SALE, One Miniature Bowling Alley. Sell one or more reasonable. **A. E. WAGNER,** Litlte Falls, N. J. jy24x

ERIE DIGGERS, $15.00; MUTOSCOPE CRANES, $20.00; 1936 Electric Hoists, $35.00; Roll-a-Score, $50.00; Iron Claw, $10.00; Flying Duck, Electric Rifle, $45.00. Send ½ deposit. **HARRIS,** 288 Paige St., Schenectady, N. Y.

ONE NEARLY NEW JENNINGS CHIEF CONSOLE, 10-cent play, $110; one Jennings Console, 5-cent play, in use less than 30 days, $95; one 5-cent and one 10-cent play Mills Futurity, $42 each; like new; four Groetchen Slots with cigarette reels, in use less than 60 Days, $25 each. **FRED G. BECKENBAUGH,** Ft. Dodge, Ia. x

FOR SALE—WESTERN WINNER, LIKE NEW, $110.00; Turf Champs, $55.00; Flying Duck, Marksman, Flicker, $50.00; Watling 5s Rol-A-Top, $40.00; Watling Double Jack, 5c, $27.50; Watling Double Jack, 1c, $22.50; Watling Blue Seal, 25c, $20.00; Mills Gooseneck, 5c, $35.00; Jennings Triple Jack, 5c, $30.00; Pace Bantam, 5c, $20.00; Electric Scoreboard, Home Run, Running Wild, Skooky, Bounce 'Em, Ricochet, Wizard, Daval Baseball, $30.00; Bumper, Hi-De-Ho, Fire Ball, Nip 'N Tuck, $22.50; Short Sox, Fifty Fifty, Happy Days, Stratosphere, Hollywood, Jumbo, $12.50; Bank Nite, Country Club, Bolo, Mad Cap, Tie Score, Panama, $7.50; Trap Shot, Scotty, Prospector, Stampede, $10.00; Flying Colors, Balance, Traffic, Big Game, Neighbors, Scorealite, Screamo, Big Shot, Fair Play, Sure Shot, Hit or Miss, Reel Races, Reel Dice, $5.00. Deposit required on all orders. **H. G. PAYNE COMPANY,** 312 Broadway, Nashville, Tenn. jy31

HELP, HELP!—WE WANT 500 MILLS BLUE Fronts, Late Models. Wire today for Mid-Summer Clearance List. **COLEMAN NOVELTY,** Rockford, Ill.

KENTUCKY OPERATORS—COMPLETE REPAIR Service, Slots, Tables, Music. Cash paid for late Slots. Special, Mills Goosenecks, Pace Bantams, Jennings Duchess, in penny play, $22.50. **JOHN M. STUART,** Paris, Ky. . x

MUST SELL—TROJAN, TEASER, $5.75; DOUBLE Score, Hollywood, $8.75; Speedway, Peerless, Red Sails, Sunshine Derby, $12.75; Tycoon, Multiplay, Saratoga. Daily Races, Natural, Chase, Lights Out, Palooka Jr., 1$9.75; Hideho Automatic, Turf Champs, Tout, Belmont, Ten Strike, $37.75; Speed King or Derby Day with clock, $47.75; Chuckalette, first model, $99.75, with drop coin head, $129.75; Nickel Reliance Dice, $29.75; Quarter, $32.75; Paces Races, $97.75 and up. Write for slot prices. Machines guaranteed. **PIKES PEAK GAMES,** Colorado Springs, Colo.

ONLY $119.00 FOR GUARANTEED RAYS Tracks. 23 Late Models, ready for instant shipment. Wire third deposit. **UNITED AMUSEMENT,** 908 McCullough, San Antonio, Tex.

OPERATOR WANTS USED MILLS, PACE OR Jennings Consoles, Mills Futurity, 5c and 10c. Quote price and condition. **BOX C-286,** Billboard, Cincinnati, O.

PENNY PACKS IN PERFECT CONDITION, $3.00 each. **PEARRE,** Weslaco, Tex.

PRICED FOR QUICK SALE — 25 ADVANCE Venders, A-1 condition, some never used, keyed alike, 25c play, $3.50 each. 1/3 cash. **CARDINAL SERVICE CO.,** Garnett, Kan.

REAL BARGAINS—SIX SLOT PAMCO PALOOKA, $35.00; Bumpers, $25.00; Fireball, $25.00; Scoreboard, $35.00, and Wagon Wheels, $4.50. Write **HUB NOVELTY CO.,** 22 N. Potomac St., Hagerstown, Md.

RECONDITIONED BARGAINS—FAIRGROUNDS, $105.00; Royal Races, $79.50; Hi De Ho, $49.50; Turf Champs, $49.50; Skipper, $39.50; Bluebird, $29.50; Multiple, $17.50; Pamco Chase, $24.50; Alamo, $19.50; Bally Bonus, $19.50; Keeney Booster, $16.50; Peerless, $9.50; Grand Slam, $9.50; Challenger, $17.50; Lights Out, $16.50. 1/3 with order. **MARC-COIN,** 1211 E. Third, Dayton, O. x

SACRIFICE SALE—1 RAYS TRACK, LATEST, like new, $169.50; 1 Paces Races, good condition, $149.50; 15 Wurlitzer Skee Balls, A-1 condition, $97.50 each; 2 Exhibit Chuck-A-Lettes, like new, $89.50 each; 1 Rotary Merchandiser, perfect condition, $49.50; 1 Reliance Dice Game, 25c play, $29.50. Bargains in Used Paytables: Derbies, $14.50; Exhibit Big Richards, $14.50 each; Gottlieb's Baffle Balls, $9.50 each; Stampede, De Luxe, Gold Rush, Big Five Jr., Golden Harvest, Ace, Sure Shot, $5.95 each. $600.00 worth of new Digger Merchandise for $275.00, "taken as is." **KEMO NOVELTY COMPANY,** 7833 W. Greenfield Ave., Milwaukee, Wis. x

STEPHEN'S SKEE BALLS, 9 FT., $25.00; 14 FT., $35.00; Jungle Dodgers, guaranteed perfect, $50.00; Palooka Seniors, $25.00; Mills Dance Masters, reconditioned, $115.00. Write for our used machine bargains; also catalog of novelty salesboard items. **PEERLESS DISTRIBUTING CO.,** 901 East 42d, Kansas City, Mo.

WANTED FOR CASH 50 VICTROLAS, USED; Slots, 1 or 100 Standard Makes. Used Cigarette Machines. Give all data, serials and makes first letter. **C. & N. SALES COMPANY,** 815 Poydras St., New Orleans, La.

WANTED—FAIRGROUNDS, CAROMS, TURF Champs, Bumpers, Ricochets, Rollovers. State quantity, lowest prices in first letter. **TAKSEN CO.,** 2510 Amsterdam, New York.

WANTED—MUTOSCOPE MOVING PICTURE Machines. Give price, condition and model. Quick action necessary. **B. WICHANSKY,** 455 Catherine St., Elizabeth, N. J. x

WANTED FOR CASH 200 LATE MODEL SLO Machines, Nickel, Dime, Quarter, Half-Dollar and Dollar Pay. Distress merchandise only. **JOHN M. STUART,** Paris, Ky.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY,** 1824 East Main St., Rochester, N. Y. au14

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5 TURF CHAMPS, $48.50; MULTIPLE, HIALEAH, Sunshine Baseballs, Daily Races, Leathernecks, Brokers Tip, Velvet, Pamco Ballot, Pinch Hitter, Fence Buster, Flickers, $12.50; One Betters, $30.00; all electro pak equipped. Sunshine Derby, Ten Grands, Grand Slam, Pay Days, $10.00; Round Up, Big Casinos, $8.00; Big Five Sr. and Jr., Traffics, Golden Harvest, Pay Days, Sure Shots, Redwoods, Baffle Balls, Fair Play, Mammoth, $5.00; Double Safes, $7.00. **MILWAUKEE CONCESSION CO.,** 1635 W. Cherry, Milwaukee, Wis.

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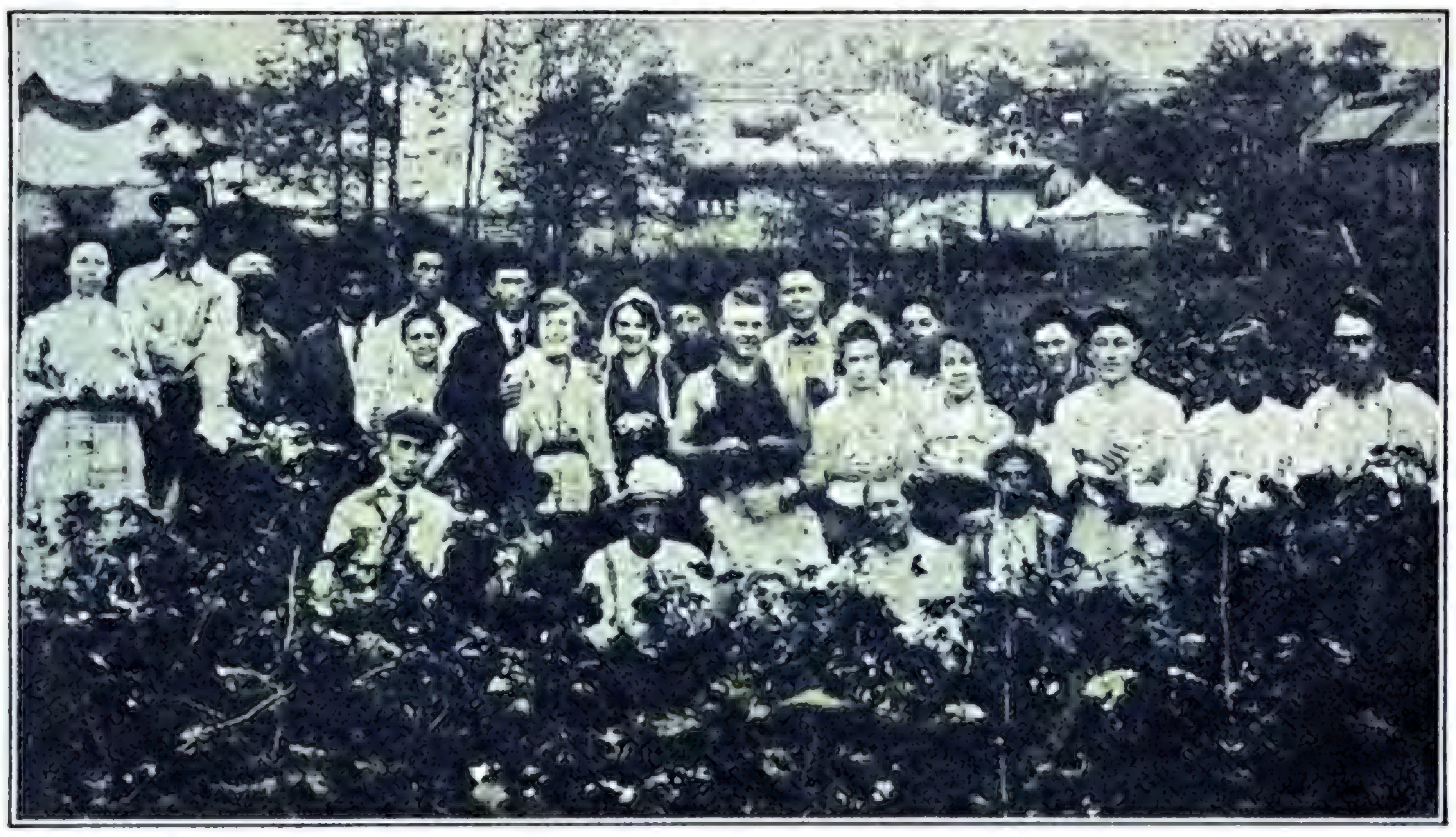
Show Family Album



THE GROUP of cotton pickers pictured above were members of the Blue Grass Shows, Herb Craiger, manager, and Bill (Shelly) Craiger, agent. Photograph was snapped at Lithonia, Ga., in October, 1919. Due to an injury the lot owner was unable to hire cotton pickers, so the showfolk helped him out and had lots of fun doing it. Left to right, top row, are Mrs. Dyke Craiger, stock wheel; Army Craiger; two colored Merry-Go-Round helpers; Herb and Ethel Craiger; Emily and "Alabama" Morris; Mrs. Harvey (Bess) Windsor, fish pond; Benny Bardog; Harry (Cyclone) Hill (Dey), Athletic Show; Dyke Craiger, Merry-Go-Round; Babe Hill (Dey), '49 Camp; Little Jim, helper; Lizza, string game; "Tennessee Slim," milk bottles; Joe Lorenzo, stock; Mr. Gooding and Jim, Merry-Go-Round. Lower row: Dick Friedman, manager, '49 Camp; "Little Bit" Underwood, piano; Harry Maxwell, lot man; Lizza's daughter, ball games; Emma Murphy, ball game, and "Sonny," ball boy. In the background are the '49 Camp, Athletic Show, fish pond and Merry-Go-Round. Mr. and Mrs. Dey reside in Gibsonburg, O., and have two sons, Harry and Mickey.

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TROMBONIST—DANCE ORCHESTRA EXPERIence; read or fake, arrange and sing; relief piano. Non-union, age 27. Will consider all. Industrial bands please write. **PAUL SMITH,** 407 N. Van Buren, Auburn, Ind.

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3RD SAX, ALTO, BARITONE AND CLARINET. Arrange, union, experienced.. Write full details. **GEO. H. CAFFREY,** 103 N. Chester Ave., Hatboro, Pa.

A-1 SOUSAPHONE PLAYER — Long experience in Concert Band Orchestra, Radio and Circus. Neat, sober, dependable. Location preferred. Have car. Music side line if necessary. Only reliable parties answer. LOUIS KOMSKI, 26 Cooper St., P. O. Luzerne, Pringle, Pa. jy24

ACCORDIONIST—Double Piano and Sing. Good reader, young, appearance, sober and reliable. Would like connection with Hill-Billy Orchestra or Show. Will go anywhere. Can send photo if necessary. H. FOLK, 2127 California St., N. W., Washington, D. C. au7

ALTO SAX—Style and all essentials. Double Fast Chicago Style Swing Clarinet. Also some acts. Consider small band. Full particulars first. DOC, 6712 Deary, Pittsburgh, Pa.

AT LIBERTY—Drummer, aged 26, experienced, Am union. Can cut tab work. Troupe or locate with dance band. DICK DIXON, 316 East Magnolia Ave., Knoxville, Tenn.

AT LIBERTY — Alto Sax, Doubling Clarinet. Read, fake, neat and dependable. Clarinet takeoff. Experienced in shows and clubs. Will join right away. Young and ready to go anywhere. Address MUSICIAN, care Showboat, Tappahannock, Va.

BANDMASTER (Filipino). Competent Instructor. desire to hear from Municipal, Factory, American Legion or newly organized band. Years of experience in organizing and directing band. Formerly Army bandleader. Reference as to ability and character. Clarinetist, Violinist. Union, married, play or direct. FELIX ALCANTARA, 1518 Nicollet Ave., Minneapolis, Minn. au14

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DRUMMER—Young, sober. Krupa Swing Style. Experienced. Have Specials featuring Drums. Complete White Pearl Outfit, doubling Bells. Have new car. CHARLES FINKBINER, 307 Summer St., Royersford, Pa., near Philadelphia.

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TENOR SAX, CLARINET, FLUTE—Plenty experience. Sight, read and go. MUSICIAN, 628 S. W. 26th St., Oklahoma City, Okla.

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VERY COMPETENT and capable Director of Modern Dance Orchestra desires connection. Experience has covered eight years in hotels, ballrooms, night clubs and stage presentations. Can emsee your floor shows. Make splendid appearance and carry unusually large wardrobe. Can handle the public and whip your band in shape. Write full details. BOX C-283, Billboard, Cincinnati. jy24

AT LIBERTY

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AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. **JOHNSON BALLOON CO.,** Clayton, N. J. jy31

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BALLOONISTS — LADY OR Gentlemen Parachute Jumpers available for parks, fairs, etc. **CONTINENTAL BALLOON CO.,** Sharonville, O. au21

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AT LIBERTY—The Clown Aces, Novel Clown Act. One of America's biggest laugh producing acts for Fairs, Celebrations, Vaudeville and Night Spots. For prices and complete details write to RALPH ARSENAULT, 300 Fraser St., Saginaw, Mich. au7

AT LIBERTY—Sensational High Fire Dive. Has some open time. Home office address: CAPT. EARL McDONALD, 268 Highland Ave., Warren, Ohio. jy31

CHARLES LA CROIX—Original Platform Free Attraction. Available for celebrations, etc. Outstanding Trapeze Act at price you can pay. CHARLES LA CROIX, 1304 So. Anthony Blvd., Ft. Wayne, Ind.

CLOWN MOTORCYCLE COP on Comedy Machine. Works like "Funny Ford." Track, platform. Comedy Juggling, Wire, General Clowning. Specialist on filling grandstand. ART ATTILA, Billboard, Chicago.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O. jy31

HELL DRIVERS—Rolls, Jumps, Wall Crashes, Stunt Driving. 1937 cars. Some August-September dates open reasonable. J. LLOYD SHELDON, 56 Arthur Ave., S. E., Minneapolis, Minn. jy31

THE GIRL IN THE GOLDFISH BOWL—The century's greatest Illusion for parks, fairs and all outdoor and indoor events, and as a free attraction in theaters and cabarets. Shows a live normal girl in an 8-inch fishbowl. She sees and hears all and only appears about 5 inches tall. Write or wire CUMISKEY, 52 George St., Tenafly, N. J.

THREE NOVELTY ACTS — America's best lady globe act. She comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. au28

VAUTELLE'S CIRCUS — Dogs, Cats, Monkeys. 100% satisfaction guaranteed. Second Act, Acrobatic Clown and Monkey Comedian, for Northern and Southern fairs, cleebrations, circus. Peoria, Ill.

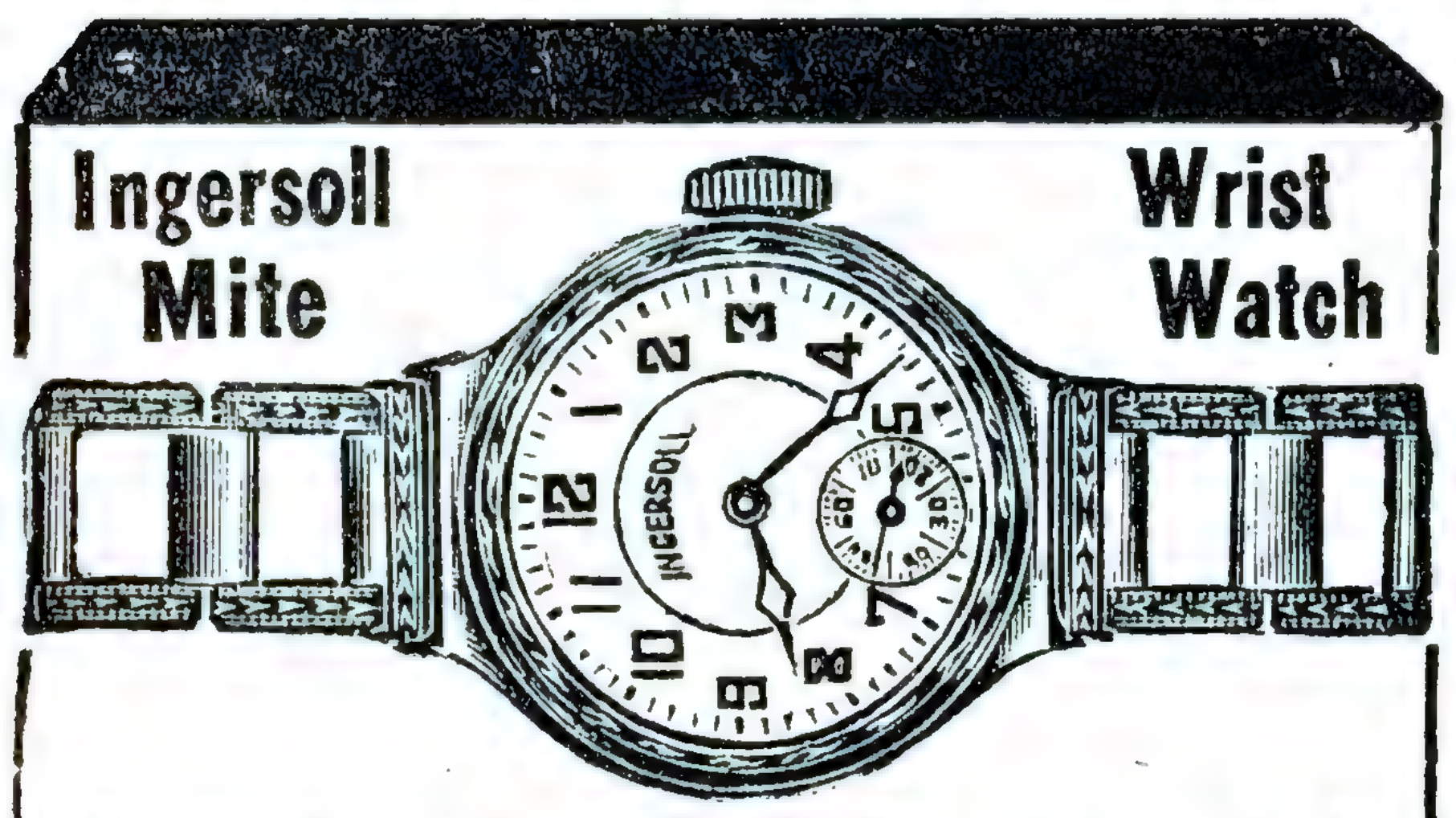
New Items

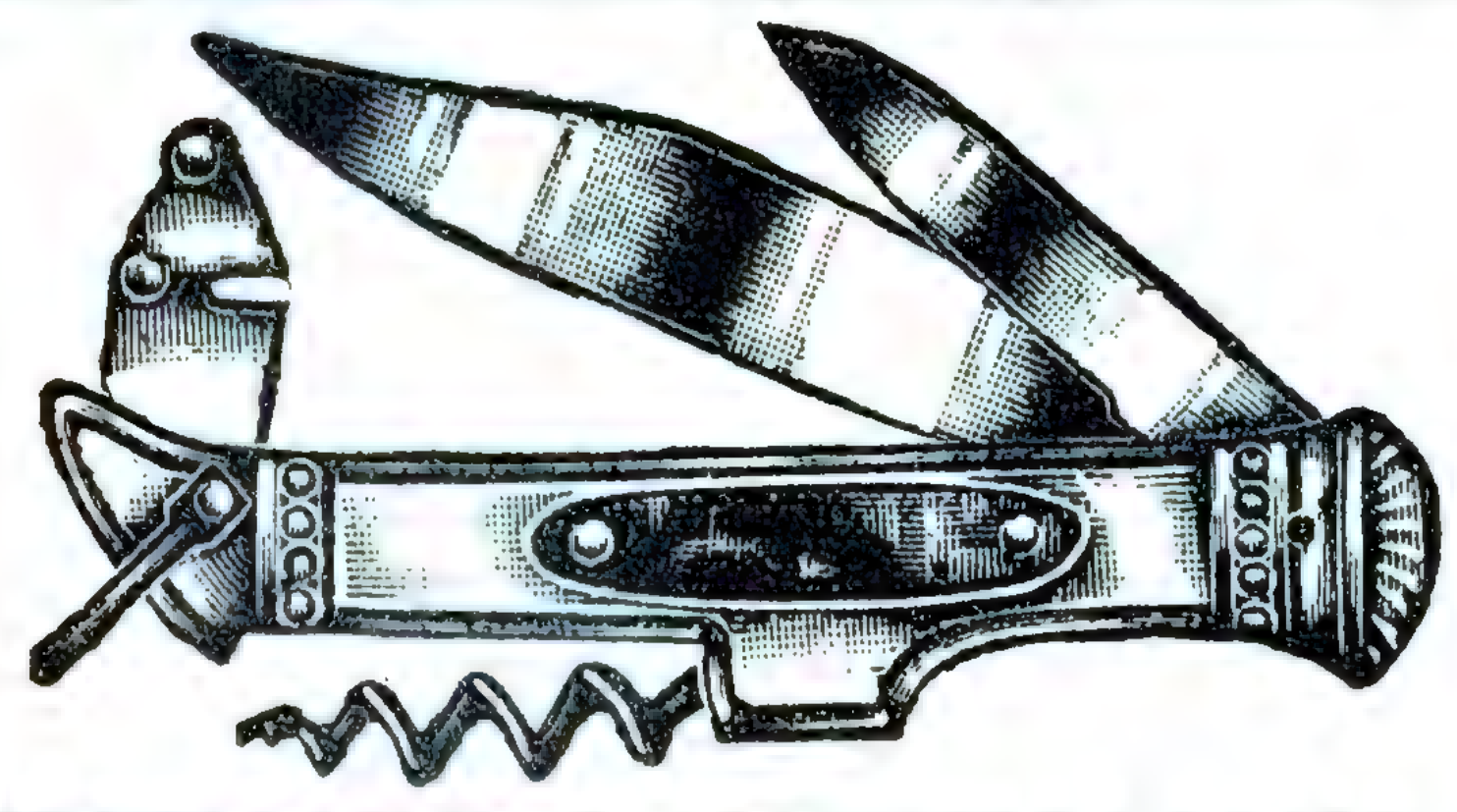
Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Limber Leash

According to officials of the Zephyr Products Company, its new Limber Leash has been designed to keep dogs of any size under control without any strain or pull on the arm. The leash is made of a specially treated rubber that stretches up to one-quarter of its length, yet always returns to normal size. It is said to be treated with a chemical that is harmless to dogs, but so distasteful that they will not attempt to gnaw it. May be washed with soap and water and will not soil gloves or clothing. Item is sporty looking, well made and popularly priced.

NEW CATALOG
Send for IT Today
Showing Over
FIFTY NEW MODELS
from 4 to 12 Tubes
RADIOS for
Auto Farm and Homes from $5.35 UP
PLAYLAND SUPPLY CO., INC.
14 West 17th St., New York


Ingersoll Mite Wrist Watch
Just Look—only 1.50 each
B1W78
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was $3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with $5.00 price mark.


COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew. Nickel Finish, Metal Handle. Center with Fancy Colored Celluloid Inlay. Equipped with Shackle for Chain. Size of Knife Closed, 3½". One Dozen in Package.
B10C178.
PER GROSS 12.00 PER DOZEN 1.05

We Have a Complete Line of Beacon Blankets for Immediate Delivery.

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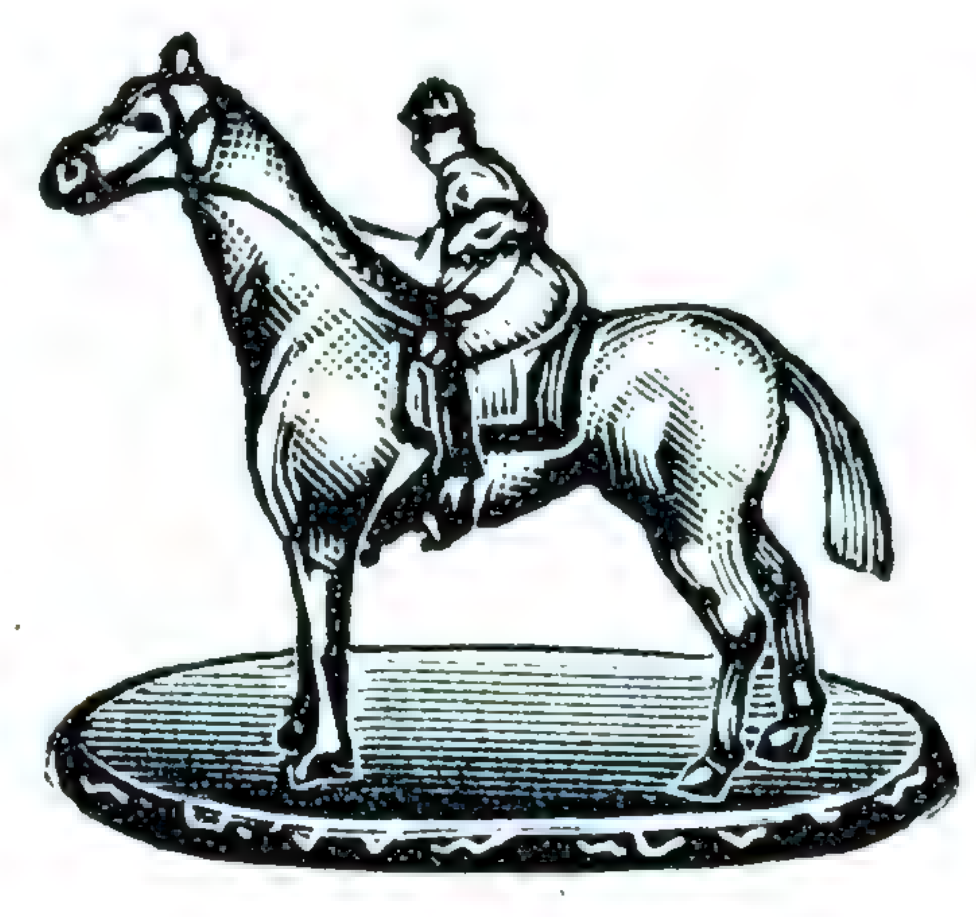
OUR NEW
"CATALOG No. 128"
IS READY FOR MAILING!
When Writing, State Business You Are In, As We Do Not Sell Consumers.

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

Race Horse Ornaments

A new line of colorful race horse ornaments is now being marketed by the Joseph Hagn Company. Item is artistically designed and made of cast metal. The horse is finished in bright polished silver, while the jockey sports a red jacket, black cap and boots and sits astride a brown saddle and yellow blanket. Item comes in three sizes. The largest size comes complete with a silver-finished base and is 4¼ inches in height. The two smaller numbers come without the base. Item is attractively priced and should be a winner as a prize or souvenir at race tracks and other spots where horsey crowds gather.



Marvel Jr. Utility Rack

A small but useful wooden clothes rack is the Marvel Jr. hosiery and utility rack. Made of wood, it may be put to a great number of uses in the home. May be hung on the back of a chair, towel rack, molding or almost anywhere and is just the thing for drying handkerchiefs, stockings, undergarments, etc. Folds up when not in use and takes up very little space. Item is 24 inches long by 16 inches wide. Comes complete with two tin-plated, rust-resisting hooks that are adjustable to any size towel bar, chair back, etc. Has basswood sides and six smooth birch bars that are securely nailed. Sells at a reasonable price.

New Line of Rings

A new line of rings and similar items made from plastic materials is now being marketed by the Detroit Plastic Craft Company. Products have been prepared on cards suitable for use by street men and carnival workers. Each card holds about 100 rings. Cameo head is made in white and other colors, most of them, however, come in ivory. Any desired colored base may be obtained. Three or four colors may be had in the finished product. Ring itself is of a similarly molded material in a contrasting color. It is claimed that the process used in these rings enables different colors, including mottled shades, to be used. A line of photo bracelets, containing a small picture in the snap-on style, is to be marketed by the firm as well. Rings are intended to be sold for 25 cents, it is reported.

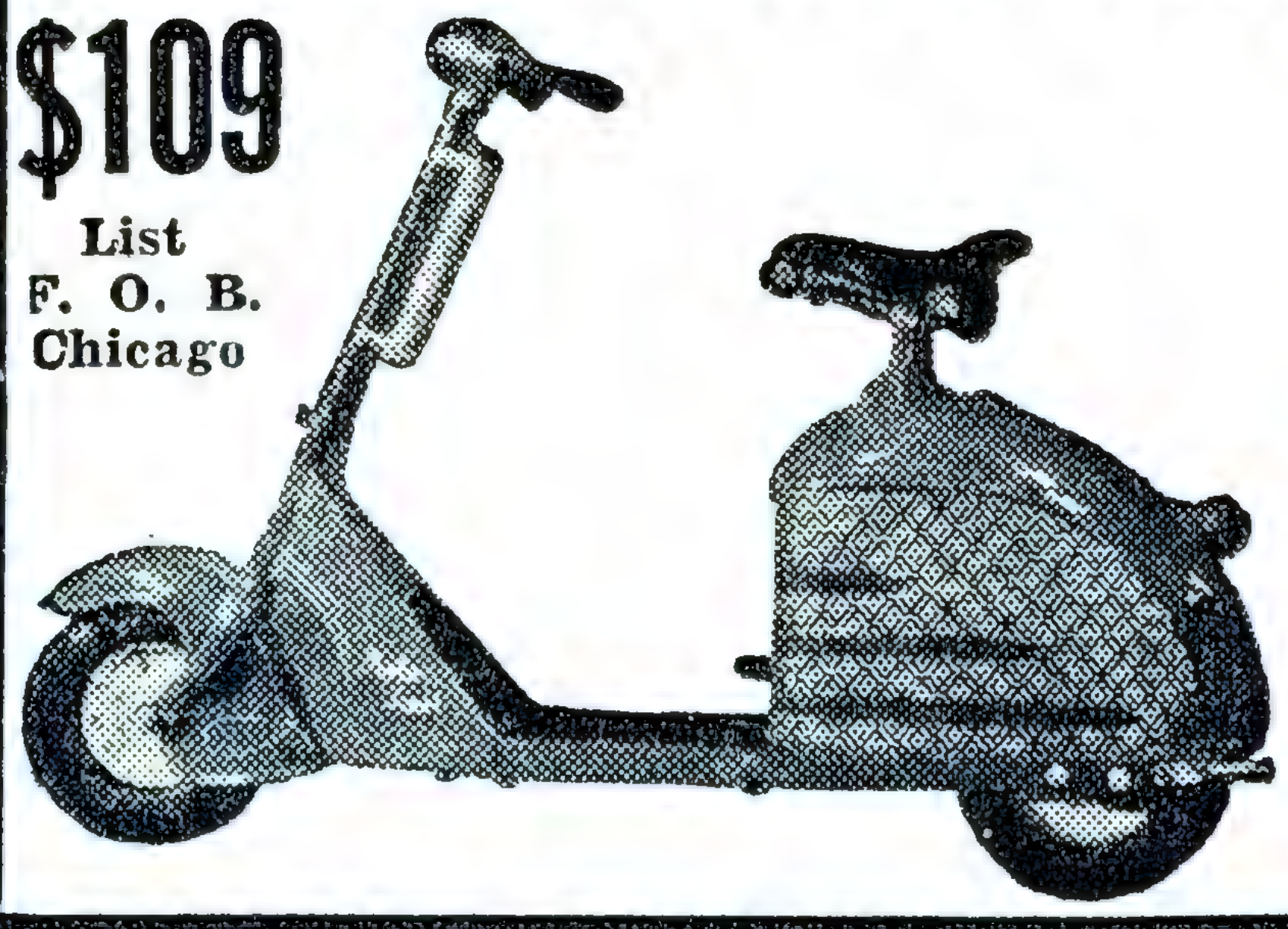
10-in-1 Garden Tool

The Wonder 10-in-1 Cultivator is the name of a new garden tool just introduced to the direct-selling trade by the Wonder Manufacturing Company. Embodying a new patented principle, the tool is operated by shoving (like a floor mop) in an easy, natural movement. The tool is so constructed, the makers claim, that it hoes, rakes, shovels, furrows, trims lawn hedges, spades, plows and picks weeds with equal efficiency. Item is easy to demonstrate and initial acceptance by the buying public is reported most pleasing.

Lewis Plans To Organize Toy and Novelty Workers

WASHINGTON, July 17.—According to an Associated Press dispatch released last week, Santa Claus will be a union man if John L. Lewis has his way. The industrial union chief has announced a campaign to organize the country's 100,000 toy and novelty workers.

This announcement followed a recent conference with Alexander Ravitch, secretary-treasurer of the Doll and Toy Workers' Union of New York, and Allan S. Haywood, of New York, regional director of the Committee for Industrial Organization.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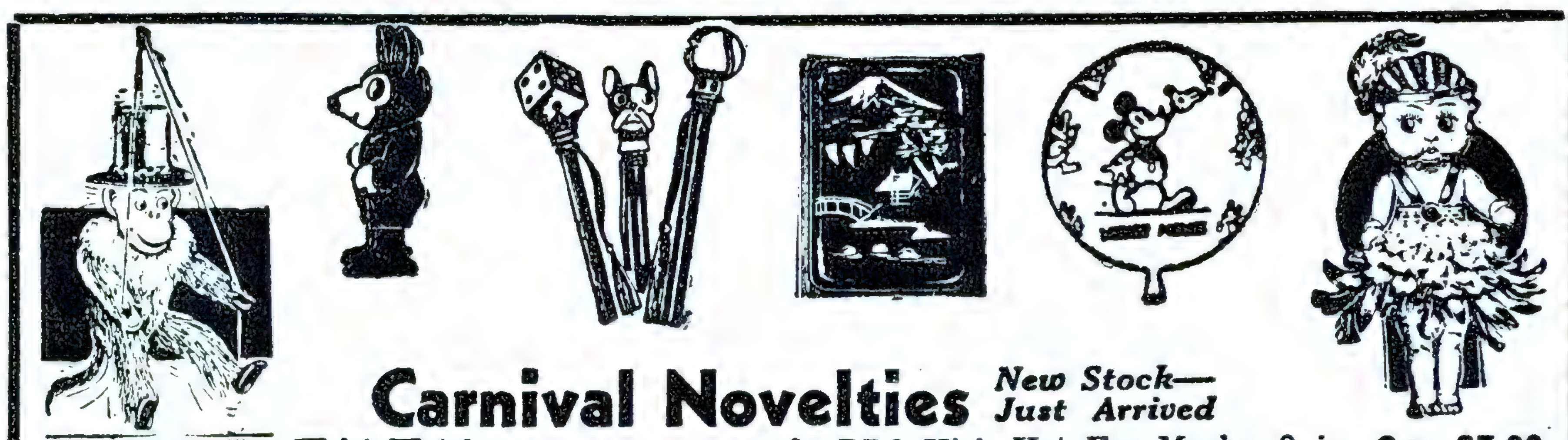
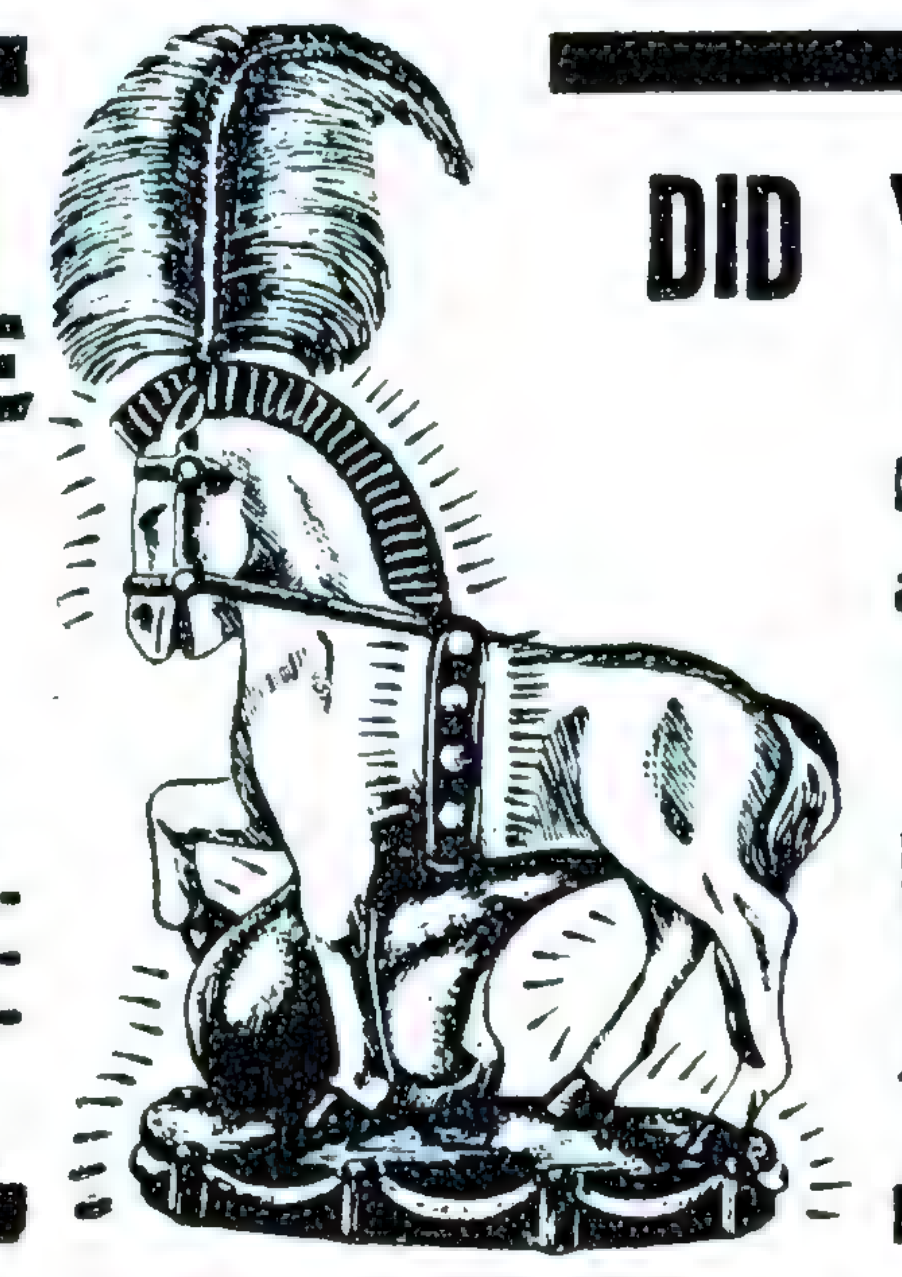
THE NEW MOTO-SCOOT
$109 List F. O. B. Chicago
Operators! Make money renting and selling the new MOTO-SCOOT. Can be rented just like a bicycle. Easily operated by any man, woman, girl or boy. Get on the bandwagon NOW with the biggest money maker in years.
Write or Wire for Details!
MOTO-SCOOT MFG. CO.
Dept. BX, Chicago, Illinois.
219 So. Western Ave.


Carnival Novelties *New Stock—Just Arrived*

BB1	Men's Toy Wrist Watches, 1 in box	Gro.	$3.75
BB2	Gillette Style Blue Blades	Per 1000	3.50
BB3	Flying Birds, Outside Whistle	Gro.	1.85
BB4	Flying Birds, Inside Whistle	Gro.	2.35
BB5	High Hat Fur Monks, 6½ in.	Gro.	3.75
BB6	High Hat Fur Monks, 8 in.	Gro.	$7.00
BB7	Piggy Wiggy, Compo., 8¾ in.	Doz.	1.25
BB8	Cell. Doll, 7 in., with Plume Dress	Gro.	8.50
BB9	Swagger Sticks, 36 in	Gro.	5.50
BB10	China Head Swagger Sticks	Gro.	6.75
BB11	Jap. Cig. Cases, Pearl Inlay.	Gro.	4.50
BB12	Reach Bounder Balls	Doz.	1.15
BB13	Carnival Print Balloons No. 8	Gro.	2.35
BB14	Serpentine Balloons, 45 in	Gro.	3.75

Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.
1937 CATALOG NOW READY.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS
LEVIN BROS. TERRE HAUTE, IND.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15c EACH
12 to a Carton.
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New Beautiful Creation, Brightly Colored. Tinsel Trimmed.
DID YOU GET OUR LATEST CATALOGUE?
Listing Thousands of New Items, Novelties, Concession Goods, Salesboards and Premiums at Exceptionally Low Price. Don't Fail To Send for Your Free Copy Today.
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Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALES BOARDS, PREMIUMS, BALLOONS. You Get What You Ask For—No Substitution. No order too small or too large. Free Sample Case. Write for Details and Catalog.
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The new repellent for Mosquitoes, Bothersome Flies that bite and other summer insects. Pleasant and agreeable to use.
MAKE BIG MONEY
Full time or side line, with OIL OF INDIA, but ACT FAST, while bugs and insects are most pesky. People like its pleasing aroma, pests do not. Applied on skin, protection is assured. HARMLESS. MILLIONS NEED AND WANT OIL OF INDIA. Write today for sample and full particulars.
OIL OF INDIA COMPANY, 122 W. Illinois St., Chicago

GENUINE FUR FOX TAILS $5.00 Per 100 $45.00 Per 1000
Sample, 10c. 25% Dep., Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. SAME DAY SHIPMENT!
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4-Tube, RCA LICENSED, AC. or DC. STURDY CONSTRUCTION, Leatherette Case with handle, 1937 Model with 2-Tone ILLUMINATED DIAL. Size 6x6x7, but performance DYNAMIC. FULLY GUARANTEED. Price ONLY $7.75 Each. In Lots of Six, $7.50. Send $1.75, Balance C. O. D.
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No, No! Panty Folders	$0.75
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MODEL AF
Univex
69c EACH
No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1⅛x1½ in.
TEN FOR $6.50
Send for New 1937 Catalog.
ROHDE-SPENCER CO., Wholesale House
223-225 W. Madison St., Chicago.

JEWELED LADIES BAQUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds
SPECIAL—No. 111—Modeled From a $300 Article. In ½-doz. Lots, Ea. $4.50
Sample, 50c Extra. 25% Deposit, Bal. C. O. D.
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RCA LICENSED RADIO
New! Smart! Different!

Silver GUARANTEED QUALITY RADIOS

ANTIQUE IVORY $1.00 EXTRA
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ORDER NOW! MONEY-BACK GUARANTEE

EVERYBODY SAYS: "Sure Is a Great Radio"

The new vogue in Radio—IVORY—Everybody wants it. Cash in with this smart creation. 5 Tubes including one Metal Tube. Both Set and Tubes RCA licensed. AC-DC, 60 cycle 110 volts — ONE YEAR GUARANTEE. Oversize SUPER-dynamic speaker. Long and short wave—gets police calls, amateurs, etc. Size 15"x8¼"x6½". Complete with aerial.

FREE—1938 CATALOG
25 beautiful models, 5 to 15 tubes, for farms homes and autos, as low as $6.70.

GIVE-AWAY RADIOS FREE!
Make $15.82 on every deal. Send 10c for push card, photo and plan.

Sold exclusively by

SILVER MFG. CO.
612 N. Michigan, Dept. 56,
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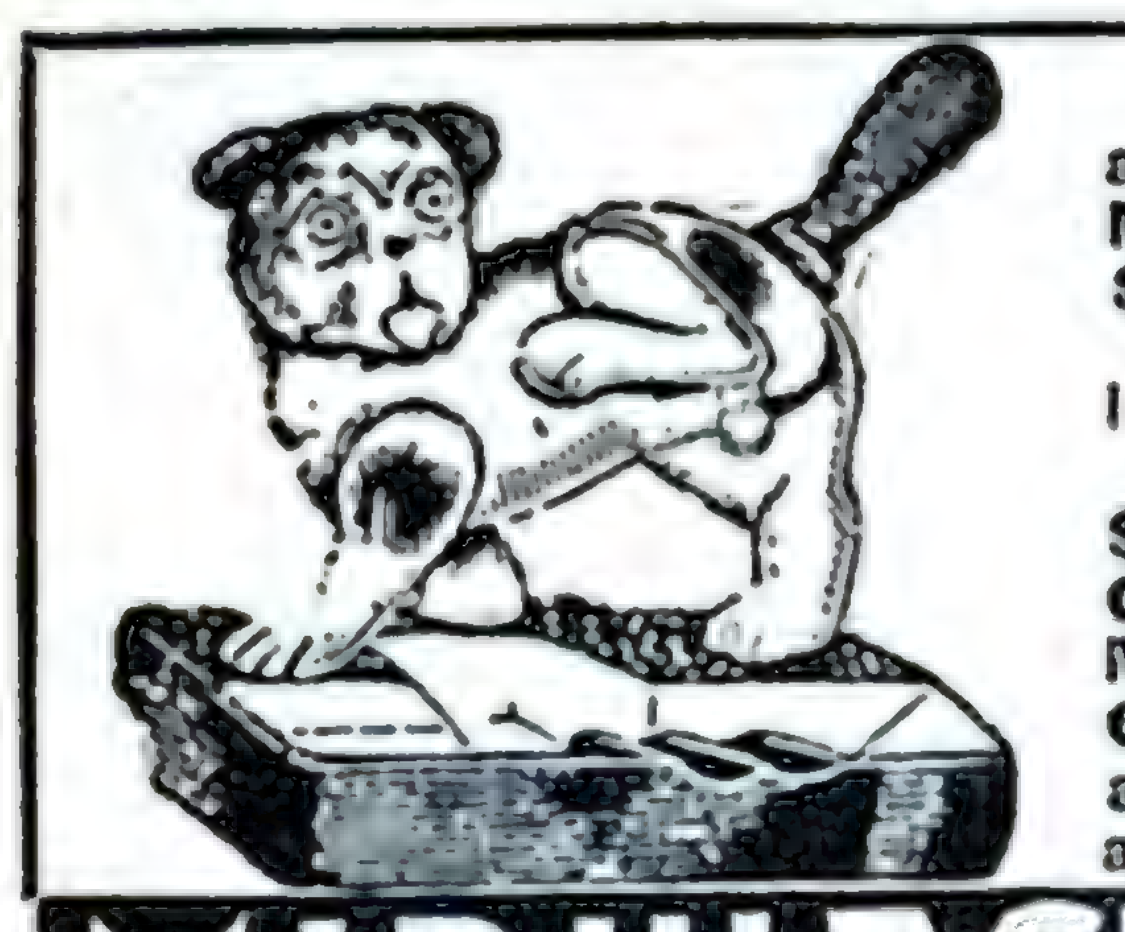
RUSH $2 DEPOSIT, Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.



BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, $1.20; Gross, $12.00. Order Today and Get Started on this Clever Novelty.

A NEW BASEBALL POOL BOOKLET, Large Profits. Send 25c in stamps for sample and quantity prices.

Two-Tone Parade Canes, Gross $7.50. Floral Cloth Parasols, Gross $8.50. Balloons, Circus and Carnival Prints, Gross $2.00. Elephant Charms, Gross 60c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 936. New Carnival Catalog soon.

MIDWEST MERCHANDISE CO.
● 1026-28 BROADWAY, KANSAS CITY, MISSOURI. ●

Bumper Crops, Vacation Spending Spur Business

NEW YORK, July 17.—A bountiful grain harvest plus playtime spending by vacationists greatly animated business in many places the past week, according to an Associated Press observation. Seeking relief from soaring temperatures or starting summer tours, millions were on the move in and out of cities and favorite vacation spots. Transportation was crowded by the summer migrations, which swung into full tide over the Fourth of July week-end.

Dun & Bradstreet report that hot weather needs and the attraction of price inducements helped spur sales in most divisions of the country's retail trade, the increase varying from 3 to 8 per cent over the preceding week. Buoyed by well-attended trade shows in several principal markets, most branches of the wholesale trade also shifted to higher gear the past week, with buyers encouraged to more liberal commitments.

NOTES from SUPPLY HOUSES

"The outstanding clock for 1937" is what the Novelty Distributing Company calls the unique timepiece which it is promoting on a new salesboard deal. Not only does the instrument tell the time, but it also gives the correct temperature reading, as well as the humidity, by means of two small dials below the main clock dial. Fashioned of metal in modern style, it makes a most attractive household item.

Harry Swartz, of Swartz and Knoepfler Bros., reports that demands for their tricky Dippy-Top have been coming in at such a rapid clip that they are hard pressed to supply the demand. "The flash action of the item," stated Swartz, "captivates the kiddies as well as grown-ups, and the men who have been handling the item report that they have been getting a real play."

R. P. Shoemaker, of New York, regarded as one of the ace run-mender demonstrators, has expanded his activities and is entering the manufacturing field. He is marketing several types of run menders, which include the needles he has worked successfully himself for many years. Shoemaker is at present working one of New York's leading department stores and has been on that location for over a year.

The new water-bath canner made by the West Bend Aluminum Company is reported to be attracting wide attention on concession stands these days. The size of the 16-quart kettle alone imparts quite a bit of flash to the stand, and the many uses to which it may be put make it more desirable than ever in the eyes of women patrons.

TOYS——

(Continued from page 66)

of the spring catch. Attractively decorated in brilliant colors, the number should capture the fancy of the kiddies with its whirling action.

Quite a few new adult games were on display. Among them was the Mor Fun Stock Exchange game, which embodies dice, cards and wheel of fortune, the three oldest games known to civilization. A New Deal game based on the monopoly type of play and featuring the various phases of government was shown. One exhibitor reported that the crokinole boards are making a strong comeback. A sand pen which can be used to paint various scenes in multicolored sand, together with improved lead molding and wood-burning outfits, were attracting their share of attention.

In the gun line, a new coast-defense gun was copping the honors. The gun rises, shoots a wooden pellet and disappears behind a fort in a whirl of fast action. An automatic glider gun which shoots rubber suction darts at a target was also shown. Elmer Elephant is the latest edition to the Disney troupe in rubber goods. A new style three-foot wire hoop with a patented striker and named after Jane Withers was given its premier showing. A streamlined train with four cars, two switches and a clanging bell was selling for less than 75 cents. Along with the train was shown a line of Tee-nie crystal set radios for the kiddies, finished in small walnut cabinets just like the popular midget sets.

A wide variety of mechanical toys, scaled models of trucks and busses, bicycles and other wheel toys were displayed. In general, they are being arrayed in more brilliant colors for the coming season. Most of the exhibitors voiced the opinion that the better types of toys will get a big play this year. Brisk buying was noted in some exhibits, especially in the stuffed animal lines.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

WITH the Fourth ancient history by now operators have begun to talk of the agricultural fairs. I understand that fair secretaries have been more active this year than usual. The general impression seems to be that the fairs of 1937 will outdistance everything that has been had so far. More local advertising banners, etc., will be resorted to, and several fairs are reported to be planning heavy advertising campaigns. There seems to be little doubt that farmers will support these events to the limit.

While talking to a shirt man I was informed that dollar shirts have shown considerable activity. Many operators have covered themselves for late summer and fall fair promotions. The idea is that fair visitors will be interested in practical premiums and that wearing apparel is finding more interest. Other men's articles seem to have come in for added attention. A fair secretary tells me that he expects unusual interest in poultry this season. I am passing this information on because it may be of value to the men who handle small poultry equipment and similar stuff.

●

Men returning from the strike zones say that the actual effect upon local business has been much smaller than they had expected. However, practically all agree that farm regions present greater profit opportunities than do the cities. Sporting goods, handbags and cameras are mentioned as the best bet for local rural promotions. Novelty lines are in demand. The general impression I have obtained from these men is that merchandise of better grade can be sold at higher prices easier than the usual run. This goes for house-to-house selling as well as pitch promotions.

●

In spite of a few discouraging reports I would not refrain from making a round of the New England spots if I had been in the habit of working them in the past. There will be an enormous number of tourists in that part of the nation during the coming two months.

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We are Never Undersold or We Will Sell for Less . . .

THE TALK OF THE WORLD MILLS NEW YORK LOW PRICES

Exceptional Values in:
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5¢
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TRADING POST
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EXCEPTIONAL VALUES ENTERTAINMENT

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Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums.

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"The World's Bargain House."
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LADIES' & MEN'S. Brand New! Latest Style Yellow Coin Gold Top and Chrome Back Cases. Complete with Bracelet to match, in Gift Box, with $19.50 Resale Tag. Assortment of 6—3 Ladies', 3 Men's. Each $2.49
Samples $1.00 Extra. Send for Catalog.

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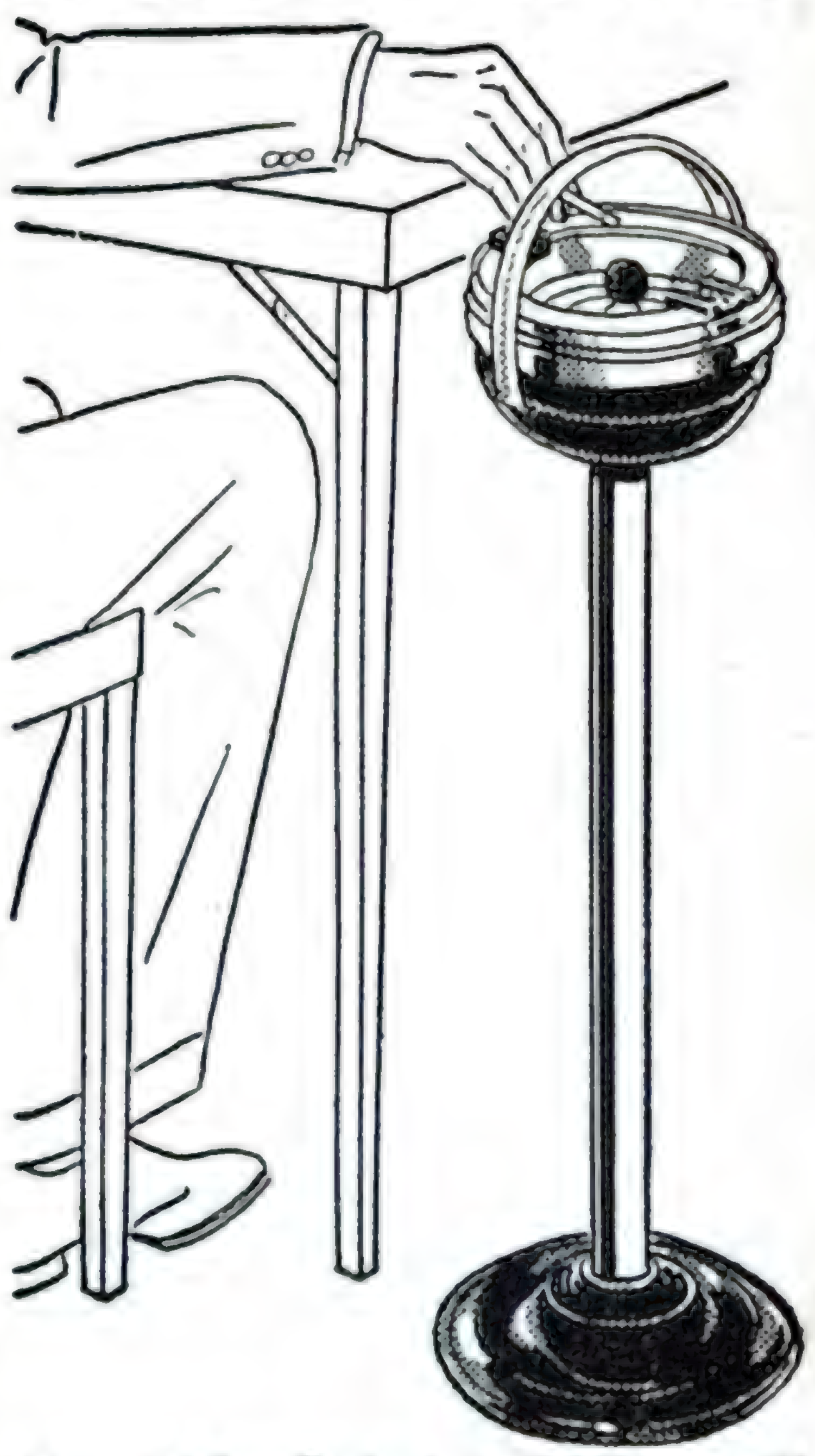

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OUR PRICES ARE ALWAYS LOWEST
NEW CUT PRICE LIST READY
High Hat Fur Monkey, 9 in. Gro. $4.25
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"WHISTLING CLOWN"
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Plenty of Action and Noise.
Nicely decorated in blue, white and red.
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ZIP! ONE PULL—IT'S FULL!
FAIR PEN WORKERS
My New Pen Packages Are Ready—Real Low Prices.
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RINGS
Cameo and Whitestone.
Highest Grade
Rhodium and Gold Finish. Send $2 for 20 Samples of popular styles
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OLYMPIC BEAD CO.,
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Every $1.00 Gets you $5.00
Yes, sir, real profit. Goodrich Hone Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
Each Hone in 50c Silver De Luxe Box.
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1500 West Madison,
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UNDERWOOD
PLUNGERS
SPECIAL $21.00 PER GROSS.
25% With Order, Bal. C.O.D. Send 25c for Sample.
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Wear This FREE SUIT
GIVEN YOU AS A BONUS
AND MAKE BIG PROFITS DAILY
Chance to get Made-to-Measure all wool Suit FREE as BONUS right away! Wear it! Take orders. Show friends how to save up to $10. Make up to $7 per order including Suit Free of cost plus Cash Bonus. Money-back guarantee. No Limit to Free Bonus Suits given. Traveling Case, samples FREE. O. K. TAILORING CO., Inc.
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PLUNGERS now Fitted with Two Tone Points $1.75 doz.
JAS. KELLEY, The Fountain Pen King,
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ENGRAVERS!
Send for circular on latest model DIAMONDPOINT Engraving Machines, battery or light socket.
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Perfect Needles for Mending Silk Hose, Lingerie, etc. $3.75 Gross, Including Instruction Slips. Sample 25c.
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ELGIN & WALTHAM WATCHES $1.85
In New Cases, As Low As..
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
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PERFUME DEMONSTRATORS
We have the stuff you can sell without fear and have your customers come back for more. Vials from one-quarter dram to one full dram. Brass Screw Cap Bottles from one dram to one ounce fancy bottles, plain or in fancy boxes. Also BULK Perfumes, Empty Bottles and Labels. We will match or copy any Perfume odor you are using. Send 3c stamp for Price List, or 25c cash for complete set of odors.
LE SAGER PARFUMER,
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BLADES FACTORY PRICES FREE DELIVERY
Details FREE. (Samples 10c).
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MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

CARL HERROM . . .
postcards from Washington that the Boy Scouts' Jamboree was a success only for the scouts: "No pitchman or peddler dared light anywhere near the camping grounds," Carl writes. "I have been working on a lot here to no success. Olson and the missus blew in and worked one-half day with the cutters, then blew right out again. Friends, weigh carefully those jackpot stories you hear about Washington and think twice before filling up the tank and driving east. Greetings to Frank Libby, Tom Barrett, Frank Vale, Ralph Pratt, Morris Davidson, Murphy Brothers and all my friends of pitchdom."

OPPORTUNITY: Fort Lewis, Wash., is preparing to receive the largest military concentration in the Northwest since World War days. Approximately 14,000 men of the regular army and national guard will train there August 17 to 31.

T. D. SENATOR ROCKWELL . . .
inks from Anaconda, Mont., that the people there sure went for the razor blades. He says that he has been traveling with American United Shows for five weeks and that he has made some good towns, including Missoula, Livingston and Great Falls, all in Montana. He will work Butte, Mont., then head thru North Dakota, Wisconsin, Minnesota and points east. Rockwell would like to read a pipe from Carl Leander, of jar wrench and peeler fame. Rumor has it that R. Guild Stewart, of knife sharpener fame, is working in a furniture store in Portland, Ore., Rockwell reports.

DR. GEORGE M. REED . . .
pipes from Columbus, O., that Fergie Ferguson would like to see pipes from Ross Dyer, Bert Cayton, Red Feather, Harold Woods and those he met in Miami. Reed writes that Jay Hobson and Dr. Fraudree have had good business and that they have completely remodeled and doubled their assembly and packing room and equipped it with modern fixtures. Reed says that he expects to be able to tell it to the natives at the fairs this fall.

ONE FOR THE KNOCKERS: How many of you guys would be known as pitchmen if it were not for the Pipes column?—The Onion.

I. W. HIGHTOWER . . .
comes thru with a pipe from Detroit, saying that the Shriners were there 1,000,000 strong during their recent convention. "The guess-your-weight boys got top money," Hightower writes. "Two of the official Shrine pitchmen that got top dough on Woodward avenue in front of Sander's store at Cadillac Square selling pens were Jack C. Burley and Hi Hightower. The next big Shrine convention will be in Los Angeles June 7, 1938." Reader during the convention was $25, and boys were privileged to pitch anywhere, Hightower says.

Next Issue
LIST NUMBER
Will Feature the Following Lists:
FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS
Order a copy from your newsdealer NOW or mail 15c in postage or cash to
The Billboard
Circulation Dept.,
25 Opera Place
Cincinnati, Ohio

IF EVERY town in the nation was wide open some of the fellows standing behind tripods still would not succeed. Perhaps that is the reason for the success of most pitchmen who are not bothered by would-bes.

J. D. DYER . . .
postals from Dothan, Ala., that Sagan, veteran road showman, died in Alabama recently.

MAURICE L. JULIEN . . .
pipes from Montreal: "I cover the French territory of Quebec, actually working Montreal with the sharpener, doing satisfactory business. But I am looking for something new and different. I often meet some of the boys from over the border. Recently in this city was Bob Lederer and Art Fredette, who introduced themselves while I was working corners. A Montrealer, Dave Johnston, is around Detroit. I believe he is Montreal's oldest pitchman, excepting Billy Hearn, who is still grinding razor blades."

TRIPOD OPININGS: Many a pitchman thinks back to the time his dad said: "Some day you'll be sorry you didn't keep up your violin lessons."

JOE MORRIS . . .
shoots from Festus, Mo., that he is still in the money.

AMONG THE KNIGHTS . . .
of the tripes and keister fraternity in the Mound City are Bill Knott, with the keys; Charles Lorenzen, Red McCoy and Bert Doto.

SAM BERMAN . . .
pipes from Grand Rapids, Mich., that he is waiting for the fairs to open and that he has framed a new layout. Shops around Grand Rapids and Muskegon are going strong, he says. He intends to make a few spots in Michigan, Pennsylvania and North Carolina. Says he made a few still spots to a good green bank roll and that he hopes all the boys and gals have a good fair season. Sam would like to see a pipe from Bill Myers and Art Engle.

PITCHMAN'S SAYINGS: "I'm passing out samples."—Jake Holtzman.

DR. PAUL COMPTON . . .
owner of an itinerant med show, found a loophole in the Austin, Tex., ordinance requiring payment of $10 a day for the privilege of showing there a week, according to a report by *The Austin American*. Since the ordinance covered only shows that had an admission fee, Dr. Compton escaped payment of $10 because he charged no admission. Compton, however, violated an ordinance which prohibited operation of loud-speakers without a permit. He had no permit, but was freed of obligation, the report stated.

RICTON . . .
squibs from Rogersville, Tenn., that it is all virgin territory in that neck of the woods and that everywhere his show is the first show in five to eight years. Business, he says, is marvelous.

THINGS WE NEVER HEAR: "Move closer to the corner; you're too far back."

JIM FERDON . . .
known as the Great Pizaro, letters from Sharples, W. Va., to contrast himself today with what he used to be. He says that for 20 years he carried the largest med show that ever traveled, 40 to 80 people; that he owned his own Pullman car, had a staff of registered physicians, two brass bands (black and white), and toured the largest cities in the United States. He says that today he has a troupe of black and white performers,

OAK HY-TEX BALLOONS
MICKEY MOUSE STRATOSPHERE BALLOON
Another outstanding novelty, introduced this season—and going great, too. A flashy, fast-selling package item.
For Sale by the Leading Jobbers.
The OAK RUBBER Co.
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• FAIR MERCHANDISE
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If you are a buyer of Jewelry Items costing from $6.00 to $48.00 per gross, this Catalog will interest you. Send today for Catalog 21.
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5 No. Wabash Ave., Chicago, Ill.

FLEX-O-LACE
A Natural for
PITCHMEN
The first real improvement in shoe lace since the Indians laced their moccasins with leather thongs! When FLEX-O-LACE goes into a shoe it stays there. Shoes never have to be unlaced, but are taken off and put on like slippers. No relacing, no tying, no loose ends to drag or trip. Look swell . . . wear well! Easy to demonstrate and talk up: Send a dime for sample pair, we'll bank on your judgment! Good proposition to pitchmen.
FLEX-O-LACE (DEPT. P)
333 N. Michigan, Chicago

For Greater Profits
The NUPOINT
FAST SELLING · SELF STARTING · SMOOTH WRITING
PLUNGER PEN
ONE PULL—IT'S FULL
$24.00 per Gross
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Send 25¢ for Prepaid Sample
Lifetime Guarantee
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UNITED BLUE STEEL RAZOR BLADES ARE **ONLY** OBTAINABLE DIRECT FROM THE **UNITED RAZOR BLADE CORPORATION**, 222 W. ADAMS STREET, CHICAGO, ILLINOIS.

We have **successfully stopped** all other sources of supply.

Distributors are invited to write in for territory.

DEMONSTRATORS SENSATIONAL FREE OFFER HOT COMBINATION

Sloane's Nu-Foot Powder—A shampoo for tired, aching, burning, perspiring feet. **SENSATIONAL** demonstration on hands turns 80% of tip. Sell one for 25c, give other free. Man working alone recently took $170 in one day. Man working solo took $400 in three days. Hot, I'll say.

Complete spiel and worker free. Sample 25c. ALL SWELL NEW PACKAGES.

Sloane's Corn and Callous Remover—an iodized liquid in swell new package.

FREE—With each double gross you get, absolutely **FREE**, 1 dozen jars Sloane's Athletes Foot Ointment, wholesale price $1.50 dozen, a quick 50c seller. 50% deposit on all orders.

DOUBLE GROSS $9.00 (One gross of each) F.O.B. N.Y.C.

SLOANE PRODS. Inc. 143 W. 41 St., New York City

ATTENTION PITCHMEN and DEMONSTRATORS

● MAKE BIG MONEY SELLING "MERCY SAFETY DEVICE" FOR ALL MAKE AUTOMOBILES ●

Prevents accidents, stops car in one half the time and holds your car safe on hills. Directions for simple installations included; easily demonstrated. A pushover for the coming fairs Mail your order now, with make and type of car. Wholesale demonstrator's price, $1.50; retails $3.00.

A. S. TERHAAR, Lemon Grove, Calif.

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NEW, WONDERFUL, SELF WRINGING MOP

Up To $10 Profits Daily

KLEANEZY
PATENTED

Here's a revolution in Mop making. **KLEANEZY** does away with all old-style mops. Three twists of knob wrings Mop thoroughly dry. Broad, steel pressure plate above meshed cloth scrubs up dirt practically without labor.

NOTHING LIKE IT.

Every objection to other mops overcome. No wires. Mop worked from flat, solid steel plate. Here's your biggest bet for quick selling. You'll find the **KLEANEZY** the fastest seller, biggest profit-maker out. Act now.

We send sample on approval. Just mail your name and address.

KLEANEZY MOP CO.,
Dept. 920, Delphos, O.

MEN WANTED TO HANDLE STORE ROUTES

TWENTY GRAND RAZOR BLADES 5 for 10¢
Laymon's 16's ASPIRIN 16 for 10¢
Complete Line 5¢-10¢ Counter Goods

SUPPLY NATIONALLY ADV. GOODS TO STORES

Immediate profits. No investment to start. Earn big Profits Weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Cosmetics, Notions, Novelties — including Laymon's Aspirin — awarded Good Housekeeping Seal of Approval — advertised in Saturday Evening Post. Put up on attractive **Self-Help** Counter Displays. Merchants make double profits. You make up to **112%**. Get Free Facts.

World's Products Co., Dept. 788-B, Spencer, Ind.

Laymon's PRODUCTS

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

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COUPON WORKERS

Lowest prices on coupons for Pen Workers, Ring Workers, Cosmetic Workers, Medicine Shows, Handbills and Dodgers. Coupons as low as 35c per M. All Coupons made to your order.

MINNIER PRINTING CO.
322 Gable Street, WATERLOO, IOWA.

ELGIN & WALTHAM WATCHES $1.85

7 Jewel, 18 Size in new cases at.......

Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.
113 N. Broadway, St. Louis, Mo.

none over 27 years old. "Carrying an old folks' home around," he says, "is charity and a burden. Sparkling youth and real peppy up-to-date songs and dances get you the money." Jim's lineup includes a white orchestra; Johnny Ferdon, specialties; Smoky Underwood, loud-speaker, guitarist and hillbilly singing; Sugar-Foot Lumpkins, Dapper Dee Washington and Bob Henry Green, colored comedians, and Jim himself. Boston Webb, Jim's old-time comedian, has retired after 30 years of service. Jim says his motto is: It's not what a man makes, it's what he saves.

MEMORIES: Do you remember when Kentucky Lee made a soap pitch at the Moraine City plant and a fellow interrupted him about every 10 minutes telling Kentuck how good it was and boosting it to the umph degree? Kentuck, who is hard of hearing and was under the impression that the fellow was knocking his pitch, finally lost patience and yelled: "Please shut up. If it acted that way it's the first time it ever happened." A roar went up from the crowd, but those were the good old days.

ARTHUR ENGEL . . .
pipes for the first time in six months from Daveport, Ia. He says that he recently saw Chief Ray M. Elder, who has a herb and salve store on Second avenue in Davenport. "Elder has been there four weeks and has had good business," Engel pens. "He bought a new Packard recently and says he intends to start the fairs when they open." Engel writes that he also saw Professor Jack Scharding doing swell with astrology. Engel jumped into St. Paul July 15 to begin fair dates. He wants to see pipes from Huber Fulton, Charley Sullivan and Sam Berman.

EDDIE DAVIGNON . . .
letters from Providence that he is readying the old outfit to hit the road soon. He says that he intends to hit a few Maine fairs first and possibly two in Vermont, then head for the South and West. According to Eddie, conditions in that part of the country are the best in years, but he says: "Pitchmen seem to pass it up; they are conspicuous by their absence." Says he met John Looney some time ago. Latter is trailing shows with novelties.

EMPTY PASTEBOARD BOXES were exchanged for $40 at Etowah, Tenn., recently by a self-styled "world's best" salesman, according to a report by the United Press. After a sizable crowd had gathered the salesmen began distributing trinkets and trading dollars for half dollars, after which some of the empty boxes were sold for as high as $10 each, the report stated. Just another way of turning on the heat.

Pitchdom Five Years Ago

Tommy Adkins and Guy Warner doubled up and were working spots in Cleveland. . . . Bert Dunlap resigned as clerk of the Plaza Hotel, Indianapolis, and headed for Detroit with a new set of tripes and keister. . . . Joe Wahl was operating a three-truck platform show out of Kansas City, Mo. . . . Mr. and Mrs. Morris Kahntroff, Billie Lochhart, Ben Jones, Bud Shamel, Eddie Routmann and Tom Rogers were among the knights of the tripes and keister fraternity in Dayton, O. . . . W. S. Ruffing and wife were back in harness and reported a fair season's business from New Haven, Conn. . . . Sir Tom Rogers and Nat Golden, high-pitch aces, passed thru Cincinnati looking healthy, happy and prosperous. They were following the Ringling-Barnum Circus. . . . Perambulating sign man Al Burdick reported from Tulsa, Okla., that he had found another red one in the Sooner City. . . . Elks' National Convention at Birmingham was almost a total bloomer for the pitch boys who flocked there. . . . Shorty Treadway, veteran soap worker, turned up in Cincinnati and was given the glad hand by the boys of the craft who were spending the midsummer in the Queen City. . . . Hoot McFarland was finding things plenty tough in Maine. . . . Doc Kreis was clicking in Milwaukee with his platform shows. . . . A. C. Houck Med Show was enjoying good business in Pennsylvania. . . . Heber Becker was knocking 'em dead in Indiana. . . . Rufe McGiveny, paperman, was garnering the lucre with the leaf in Pittsburgh. . . . T. A. (Slim) Rhodes went into Maine territory after a profitable month's engagement at Worcester, Mass. . . . That's all.

HUSTLER'S TIPS: Those of you who are working the shampoo suds could greatly increase your business by offering a scalp brush, hair brush or scalp comb as a special inducement. The cost wouldn't be great and the offer would increase business to a point where it would pay for itself in addition to the extra profit.

TOM SIGOURNEY . . .
postcards from Morris, Ill., that he has joined the Pan-American Shows, owned by Bob Strayer, with whom he trouped 35 years ago. Tom says he will continue his epigrams. Here's one: In polite circles the art of lying is called diplomacy, with others it is just plain lying; but well-told lies have been the means of preventing many wars and many heartaches.

WILLIAM (BILL) RUIZ . . .
is confined at Meadville City Hospital, Meadville, Pa., with a broken collar bone. Says he will be there four more weeks and that he would like to hear from his friends.

IT IS written that the meek shall inherit the earth, if that is any consolation to some pitchmen we know.

RICTON . . .
postals from Sneedville, Tenn., that everything is great. "While killing time in Morristown," Ricton writes, "all our equipment was parked along the highway awaiting the finish of one of our trucks, which was being repaired, when a car drove up and out hopped Doc Frank Hauer on his way to Grundy, Va. Had a great talk right in middle of highway. Damn near got run over a half dozen times."

JIM KELLEY AND KID OWENS . . .
have been Sundaying it together recently at Linden, N. J., where the latter has had his trailer parked. The Kid and Mrs. Owens have left to make their annual tour over a string of fairs. Jim says that Owens and his wife keep a wonderful icebox.

SOME OF you pitchmen who blamed all of your troubles on the drought last summer should rejoice since the government weather bureau announced that there will be no repetition this year.

JACK (SMOKY) BLACKWELL . . .
inks from Shallowater, Tex., that he is back on George F. Barnes' Med Show. Roster includes Doc Barnes, Mrs. Barnes; Dollard Oliver, guitar, singing and straights; Johnnie Dempsey, guitar, banjo specialties and toby; Mrs. Dempsey, nickel stand; and Blackwell, blackface. Jack writes that the West Texas territory is not an answer to a med showman's prayer, but that the show keeps above the nut and looks forward to better business this fall.

I WILL PAY YOU $1,000 CASH!

1937 Edition
CATALOG
AGENTS
UNIVERSAL LABORATORIES
DALLAS, TEXAS

If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you $1,000 cash. Signed: "Doc" Goodier. . . . Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making deals for agents, pitchmen, coupon workers. . . . A complete line of carded merchandise for wagon jobbers. Write for your copy now. It's free.

UNIVERSAL LABORATORIES Dept. B, Dallas, Tex.

IT'S HOT!—500% PROFIT!

Your Customers Are Sold Before You Demonstrate! Government Income Tax men are checking small business and professional men on their business records. "THE BUSINESS MAN'S RECORD BOOK" is a 15 minute a day bookkeeping system. All small business and professional men are SURE SALES. If you can't sell 40 to 50 a day, you'd better take to digging ditches!

Sells for $1.00 to $2.00
Costs You: Lots of 12, $2.95; Lots of 100, $20.00. Lots of 500, $19.50 per 100.
Sample Book, 40c.
Express or Freight Collect. Crew Managers Write or Wire.

JOHN PAUL JONES & CO.
Desk B, Franklin, Pa.

Just Off the Press
WATCH CATALOG

Our Beautiful New Catalog Is Now Ready for You . . . . Fully Illustrated, Showing All Types of Watches for the Salesboard, Premium and Concession Trade.

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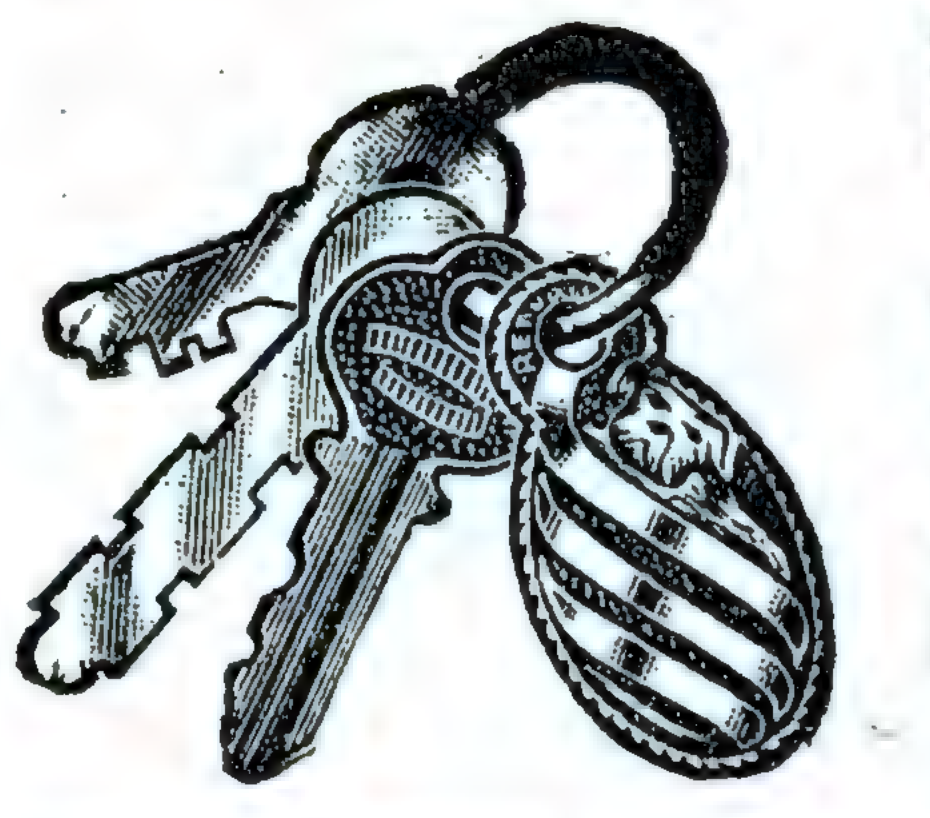
82 Bowery, New York City



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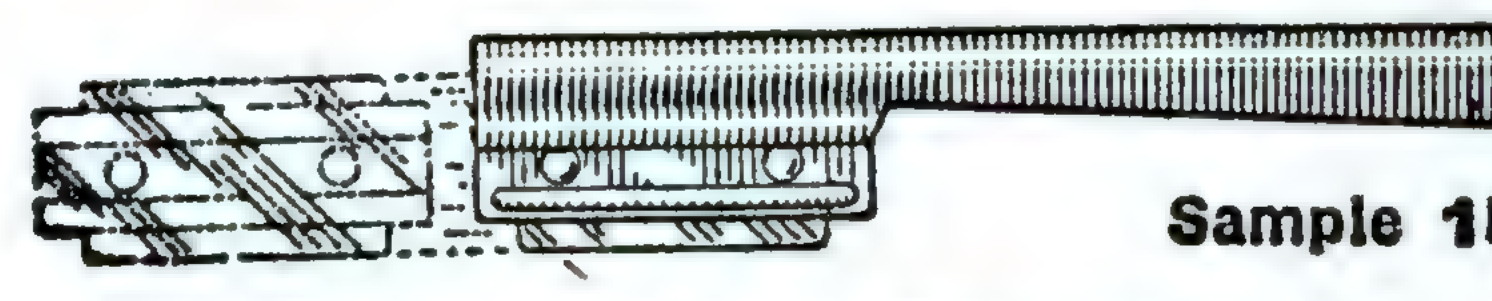
Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashes, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.**

No. 1 OUTFIT-2 in. STROP, $12.00 per Gr.



Sample 15c.

RADIO STROPPER CO.
SANDWICH, ILLINOIS

AGENTS

BIRTHDAY AND CONVALESCENT GREETING CARDS,
In Boxed Assortments.
Very liberal commissions. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

TRIPOD OPININGS: When a pitchman villifies a fellow pitchman simply because there is plenty of distance between them it's the same as hitting below the belt.

CHIEF OWEN RED FEATHER . . .
ex-pugilist, writes that he is pitching out of Zanesville, O., his home town, to good business. He says that he spent the Fourth with Cherokee Kid at Buckeye Lake Park, Buckeye Lake, O., pitching oil to fair business. He writes that doorways are open in Zanesville.

SLIM CHARAK . . .
cards from Indiana, Pa., that he is turning some good tips in that vicinity with card tricks and traveling with Dodson's World's Fair Shows at the same time.

DARWIN . . .
the magician, is in his fourth season with the Mme. Mayfield Players, med show touring Pennsylvania. He is doing magic, vent, punch, straights and character. Tho hampered by rain, business is fair, Darwin reports.

Hartmann's Broadcast

WE BELIEVE transient showmen will find something of value, not so much this season because of its lateness but in future years, in the data on employment just released by the Social Security Board.

A. C. HARTMANN

At the end of June, the Board says, applications for Social Security account numbers received at its Baltimore office numbered 29,954,821. These applications were filed with the post offices of the country which, until July 1, assigned account numbers to workers in industry and commerce for participation in the old-age benefits program. On July 1 the Board's field offices took over this work.

The number of applications, of course, does not mean that all these people are employed regularly, as some of them might be on part time and others merely available for employment.

In breaking down the total number applications made in the 48 States, District of Columbia, Alaska and vaii, New York leads the nine es that are over the 1,000,000 mark 4,292,366. Pennsylvania is second 2,781,098. The other seven States where the number of applications is over 1,000,000 are Illinois with 2,240,724; Ohio, 1,897,389; California, 1,729,941; Michigan, 1,488,303; Massachusetts, 1,396,290; New Jersey, 1,180,729, and Texas, 1,086,152.

States with applications ranging from a half million to a million number five, as follows: Indiana, 838,991; Missouri, 798,065; Wisconsin, 632,370; North Carolina, 589,211, and Connecticut, 556,137.

States having between 100,000 and 500,000 applications number 24, these consisting of Minnesota with 498,225; Georgia, 492,321; Virginia, 450,460; Tennessee, 466,177; Maryland, 427,299; West Virginia, 396,336; Washington, 394,884; Oklahoma, 379,318; Iowa, 374,854; Florida, 374,098; Kentucky, 365,138; Alabama, 363,614; Louisiana, 390,911; South Carolina, 296,776; Kansas, 291,685; Rhode Island, 248,421; Colorado, 220,205; Oregon, 208,700; Maine, 200,599; Nebraska, 185,199; Arkansas, 176,322; Mississippi, 161,253; New Hampshire, 134,379, and Utah, 101,196.

States with account numbers under 100,000 are Arizona, 86,519; Delaware, 64,786; Idaho, 74,296; Montana, 91,782; Nevada, 24,899; New Mexico, 57,181; North Dakota, 58,525; South Dakota, 64,895; Vermont, 69,708, and Wyoming, 39,826.

There were 179,024 applications from the District of Columbia, 92,807 from Hawaii and 9,436 from Alaska.

† † †

HARRY F. GILLIAM (Ah! Ha!) thinks Gene Whitmore's article on the Royal American Shows was splendid. ''Nothing but the truth—so help me,'' he says. ''I still say there is apt to be a Royal American Circus that will make circus history, as these boys can certainly take it. When these three heads are together big things are in the air. Look out!''

TERMING it a welcome addition to the Fourth of July celebration, Charles Sparks' Downie Bros.' Circus was showered with praise in a 13-inch double-column editorial in The Plattsburg Daily Press, Plattsburg, N. Y., of July 5, the day the show appeared in that city.

''The Fourth of July will always hold its place as the date of the institution of this great country of ours,'' the editorial read, in part. ''All that has followed has been the result of that great institution. It has survived in spite of all the noisemakers which seem to have been designed for the purpose of driving people frantic.

''By a happy coincidence the celebration of the Fourth this year brings to us another American institution which is almost as old as the nation itself—the American circus. We have had circuses with us since before the War of 1812 and while they may have been insignificant with the big circuses of today, of which Charles Sparks' Downie Bros.' Circus is a conspicuous example, they nevertheless commanded favorable attention.''

The editorial then went on to quote Franklin Graham on what he had to say in relation to what was probably this country's earliest traveling circus (Ceyatano's) and was closed with these lines on the Sparks show: ''The performance is always swift-moving, clean and high class. That is the reputation he has made for himself and has continued it thru the years. This year the show is reported to be larger than ever and several exceptional acts have been added. We take pleasure in welcoming Mr. Sparks to Plattsburg, for we know that he always gives a performance worth seeing, his patrons are treated with courtesy and respect and every effort is made for their comfort and enjoyment.''

† † †

''EVERY show is clean and every concession is run strictly on the level, and when one spends a nickel he receives a nickel's worth in return for his money. There is fun galore for both young and old and one can be assured of safety for his or her children while attending this show. . . . A visit to this show will satisfy the most skeptical person that shows of this nature are worth while.''

The above are excerpts from a 17-inch story that appeared under a double-column head in the July 1 issue of Watervliet Tribune, official weekly paper of Watervliet, N. Y. The story was written by P. H. Pryor, editor of the paper, after he and his family were escorted around the midway of Max Gruberg's World's Exposition Shows by Press Representative Dick Collins while appearing at Beattie's Fields, just outside the city limits at Menands.

There is no doubt about the tremendous good a story of this kind in the public press does, not only for the show concerned but carnivals in general. There can never be too many.

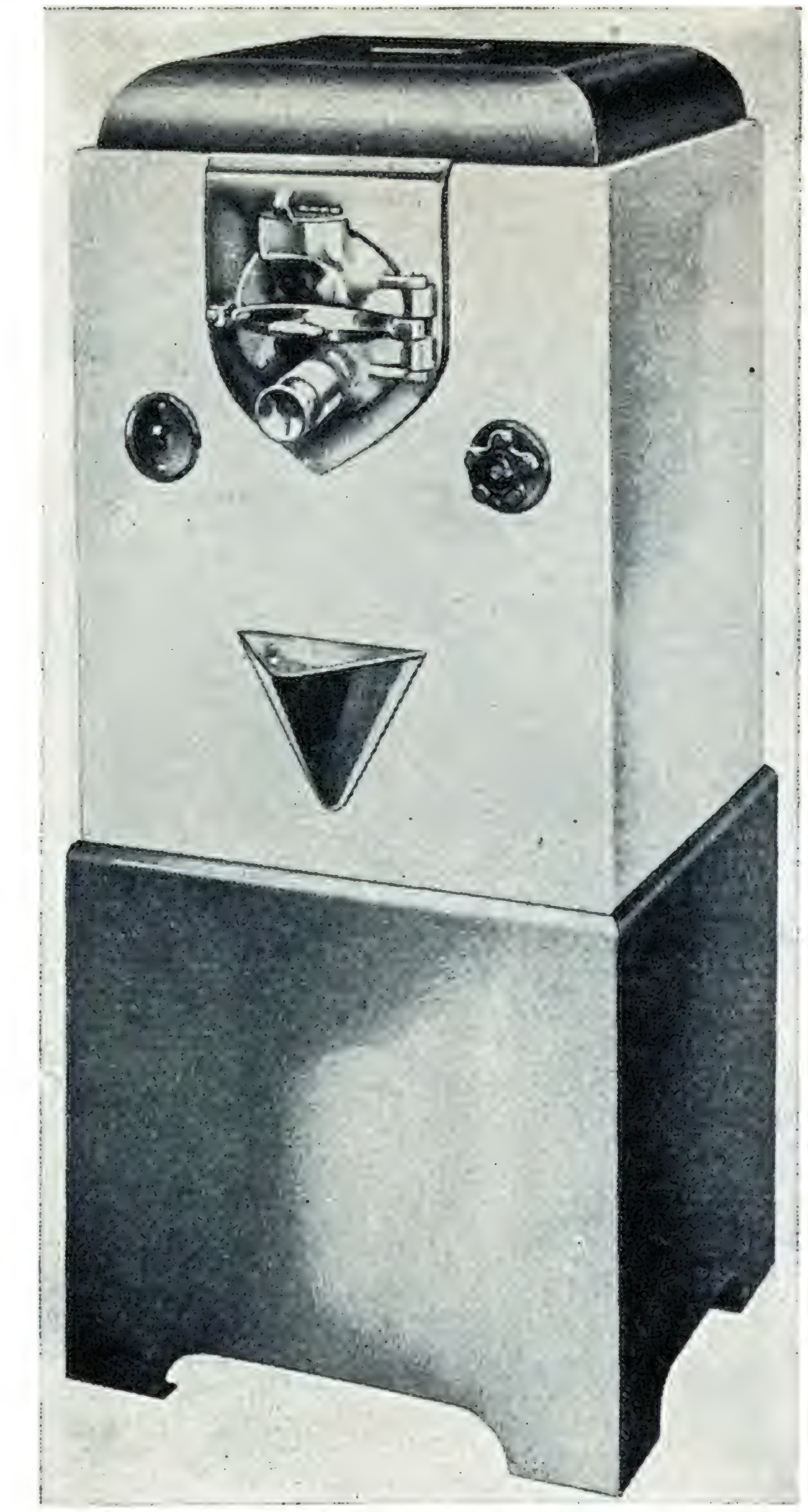
Mix Planning Publicity Stunts for Wash. Dates

WASHINGTON, June 17.—Tony, Tom Mix's famous horse, will be 33 years old and plans are being made to celebrate the occasion during the three-day stop of the Mix show here, beginning July 26. Remembering that Tom Mix almost stole the show in his appearance at the Inaugural Parade in 1933, the show management is planning to take advantage of the Mix popularity in Washington by promoting several publicity stunts which should crack the front pages of papers all over the country. A new side show and a new candy concession have been added to show.

The lot at 25th street and Benning road will experience its first visit from a circus. Bus lines, street cars and abundant parking space, plus agreeable surroundings, makes this lot more attractive than the lot on Florida avenue which has been used heretofore. Show will appear under auspices of the District of Columbia National Guard. Press Agent Irish Horan will be in town for a week prior to the opening.

"The Hit Parade" SONG BOOK
News stands, magazine dealers, street hustlers, musicians and singers. Sells like hot cakes. Be within the law—copyrighted songs, some with words and music. 25 for $1.00; 50 for $1.50; 100 for $2.50; 1,000 for $15.00. Sample 15c. Try a order and convince yourself. 50% Deposit, C. O. D. JOHN MAHER, 604 Chest- St. Louis, Mo.

CASH IN!
On Big New Cleanup



AT LAST! SOMETHING NEW!

Here's the latest and biggest profit-maker. FREEZ-MASTER, a new machine, and LIFT, a new product with a wide margin of profit that draws the crowds.

FREEZ-MASTER is portable—weighs around 200 pounds. It may be plugged in anywhere, and freezes automatically—no salt, no ice, no muss, no fuss. Made of finest high-grade materials, by the oldest, most reliable company in the field, backed by twelve years of experience.

LIFT is a new frozen confection—*a chocolate malt drink.* Serve four to six ounces for a nickel and do a land-office business. LIFT comes in powdered form. You just add it to three pints of water in FREEZ-MASTER, and in a few minutes you have one gallon of LIFT. Carnival crowds will "eat it up"—and you'll clean up big.

SPECIAL OFFER

FREEZ-MASTER retails for $497.00; LIFT, $55.00 for a 200-pound barrel. But for ten days we will give 300 pounds of LIFT free to those who order a FREEZ-MASTER from this ad. This 300 pounds will bring you $450 profit—almost enough to pay for the FREEZ-MASTER and LIFT. You can't lose. When outside season closes you can locate in any department store, bowling alley, etc., and do business all winter.

Act quickly. Get the "X" on this profit-puller on a good show. Rush deposit of $100. Will ship for balance C. O. D. Please do not send checks.

FREEZ-MASTER
BELOIT, WISCONSIN

Sparton Resumes After Three Years

PITTSBURGH, July 17.—Sparton Bros.' One-Ring Circus, which has been off the road three years, opens near here next Monday and will head for West Virginia, Virginia and Maryland and then play the South all winter. Orlo H. Wach is owner-manager and Gabe Harrell, assistant manager. Show will move on its own fleet of 15 trucks and trailers. Big top is 70 by 100; marquee, 20 by 20; Side Show, 40 by 60; Pit Show, 20 by 30. Sixty people will be with the organization.

Big-show program will consist of dogs, ponies, horses, ground and aerial acts. Show will have an eight-piece band, also Bus Gray's Wild West concert of seven people. Joe Ann LaFrance will have pit show and will also do a feature Spanish dance in big show.

MILLS OF CHICAGO
NATION'S BARGAIN CENTER

Sun Glasses, special, each in box, metal hinge, Coquillo lenses. Doz.	.70
Sun Glasses, No. 103, U. S. A. Asst'd color lenses. Doz.	.60
Sun Glasses, No. 104, U. S. A. High nose rest, asst'd. Doz.	.66
Sport Goggles, No. 110, U. S. A. Fine engraved metal frame. Doz.	$1.75
Pocket Combs with Cases, First Quality. Gross	3.75
Clip Combs, Assorted Colors, First Quality. Gross	3.75
Tooth Brushes, each Brush Cellophane Wrapped. Gross	5.85
Tooth Brushes in Cello. Sanitary Containers. Gross	7.00
Broadway Needles (Austrian), 25 to Paper, Cloth Stuck. 1,000	.30
World's Fair Needle Books, with Needle Threader. Gross	5.25
Broadway Transparent Needle Book, per 100	1.90
Shoe Laces, 27 inch, Black & Brown. Gross	.32
Deal, White Shoe Polish, Cello with pair White Laces. Doz. sets	.60
Adhesive Plaster, ½" x 1 yd. in carton. Gross	1.44
Adhesive Plaster, First Quality, 1" x 1 yd. in carton. Gross	1.95
Adhesive Plaster, Highest Grade ½" x 5 yds. or 1" x 2½ yds. in carton. Doz.	.39
Piccadilly Large Lather Shaving Cream. New special. Dozen	.60
"Mills" Double-Edge Blades, "The Repeater Blades." Per 100	.45
"Mills" Single-Edge Blades. Every sale earns a friend. 100 Blades	.75
"Time" Double-Edge Blades, incomparable value. 100 Blades	.35
Razor Blade Hones, carved, each in box. Doz.	.25

Many thousand other fast-moving seasonable Items—Sun Glasses, Moth Goods—Fly Killers, Insecticides, etc. Listed in our catalog. Send for your copy, Free.

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VAN BUREN COUNTY FAIR
KEOSAUQUA, IA.
Wants Rides, Concessions
AUGUST 10-13
LOREN PEEL, Con. Supt.

GIRL WANTED
For Ring and Trapeze Act. State all. Act booked solid for long season.
JEAN CLARKE,
Suburban Park, Manlius, N. Y.; July 25th week, Sea Breeze Park, Rochester, N. Y.

Stevens Spends Four Days With Robinson on Mix Show

ATHENS, O., July 17. — William H. Stevens, traveling representative of American Federation of Musicians, joined Tom Mix Circus at Washington, Pa., and spent four days with Carl Robinson and his band. Mrs. Stevens and daughter came on at East Liverpool and spent Sunday on the lot, enjoying novelty of Sunday dinner in the cookhouse. On several occasions Stevens took over the baton, giving Robinson a chance to catch up with his mail and *The Billboards*.

Revised roster of band: Joe Rodgers, W. W. Swihart, Harry Shell, cornets; Wiley Scott, John Kelley, clarinets; William Moore, trombone; Charles Fournier, baritone; Richard Sanborne, bass; Frank Verdi, drums; Tommy Comstock, calliope.

Tent Men Instrumental In Killing of Bill

CHICAGO, July 17.—A concerted effort last week on the part of prominent local tent and awning manufacturers is said to have been instrumental in killing Senate Bill No. 337 introduced last April in the Springfield Legislature. Bill provided for a board of awning and tent examiners to conduct examinations for the purpose of regulating and licensing persons in the business of installing, erecting or repairing tents and awnings.

Manufacturers felt that the passing of this bill would have left their field open to labor racketeers who might have set up a virtual dictatorship among tent and awning workers. Several of them were of the opinion also that a law of this nature, if passed, would throw labor wage scales farther out of line with the commodity price, which they report is already much too low for the existing scale of $1.25 an hour.

SHORTS——

(Continued from page 61)

La., downtown appearance of World Exposition Shows. Triple holiday plus the oil boom and good support of the Boosters combined to help the show draw heavily. Another sponsorship is promised later in summer.

LATHAM'S Dog and Pony Show was presented for children at Streator (Ill.) Independence Celebration on July 3, the show taking part in a parade and then moving to Brazil, Ind., as free attraction in Forest Park on July 5, sponsored by the Lions' Club.

MORE THAN 3,500 people were on the fairgrounds on the night of June 26, finale of the annual carnival and exposition sponsored by East Palestine (O.) Volunteer Firemen. A beauty show, pie-eating contest and baby show were promotions. Clark & Spencer Shows provided midway attractions, including four rides. Fireworks were displayed. Joe Hay was general chairman.

RIDES have been booked and there will be shows and concessions at East Dundee (Ill.) Firemen's 13th Annual Festival, which also will present floor shows and amateur contests, with Buick sedan giveaway on closing night, proceeds to go for new equipment.

AT JULY 5 celebration and race meet of Graham Farms Fair and Track Association in Washington, Ind., program comprised Helen Petty and trained horse, Tony; American Legion Post Drum Corps drills, parachute jump by Marion S. Lytle and band concerts. Indie concessions were booked.

Rogers Pageant at Centen

MONTICELLO, Ill., July 17.—Centennial Celebration here, to emphasize historical significance of the event, staged a parade the first day and at night a pageant under direction of John B. Rogers Producing Company. Eli Wheel, Chair-o-Plane and Merry-Go-Round, furnished by Leon King, did good business. Barnes-Carruthers' free acts were used and Louis Panico's Orchestra, booked thru Consolidated Radio Artists, Inc., furnished dance music one night. Illinois Fireworks Company was contracted for a display on the last night. Despite heavy expense the celebration broke about even.

Storm and Bad Business Beset Happy Days Shows

CINCINNATI, July 17.—T. L. Dedrick, general manager Happy Days Shows, wired *The Billboard* from Ashley, Ill., yesterday: "Storm hit here this afternoon and completely wrecked three of the shows' big tops and some concessions. All canvas is being replaced by the Lashbrook Tent Company. This date makes the fourth straight blank for this show. We should certainly hit a winner soon."

Good Gate for Badger Post

FENNIMORE, Wis., July 17.—Amusements played a big part in success of the American Legion-Firemen's Association Field Days here on July 10 and 11, profits of which went toward public recreation improvements. About $4,000 was taken in at the gate. Dyer's Greater Shows, carrying five rides, furnished midway attractions and did big business, said Gerald Scanlan, association secretary. Among rides the Octopus took in top money. Sponsors were pleased with the four exhibitions of Joe Greer's Rodeo Company, which played to large crowds. Following final rodeo performance on July 11 a $350 fireworks display was furnished by Illinois Fireworks Company.

Business Men Finance Event

NEW ROCKFORD, N. D., July 17.—All-American Exposition Shows furnished midway attractions at a celebration here on July 1-3, sponsored by Kiwanis Club, Firemen and Junior Chamber of Commerce, reported Secretary C. W. Schrock. Other features were Miller's Jewels Revue, booked thru Northwestern Amusement Company, an air show and fireworks. Band concerts, baseball games and dances were held daily. Event, financed by contributions from business men, was advertised by means of posters, radio and special editions and advertisements in newspapers.

Onalaska Takes in $1,500

ONALASKA, Wis., July 17.—Receipts of the three-day Home-Coming and Fourth of July Celebration here were about $1,500, I. H. Pertzsch, general manager, said.

Badger Fair Body Sponsors Celebration in Platteville

PLATTEVILLE, Wis., July 17.—Free gate drew 22,000 to the annual celebration here on July 3-5 sponsored by Big Badger Fair Association and a small profit was made, said W. G. Pitts, assistant secretary. Snapp Greater Shows, with 8 rides, 6 shows and 22 concessions, did capacity business. Seventeen independent concessions, mostly cookhouses and novelty stands, among whom were Mr. and Mrs. Harry Dickinson with cookhouses and Mutt Wilkinson and Red Holmes with grab joints, also did well.

Entertainment, for which a charge was made, included Barn Dance Frolic, Professor Schultz and his German Band, Three Gals and a Lad, Fran and Steele, Lonesome Cowboy, Frink and Hamman, Berlin and Tull and movies.

Event was advertised by window cards, one-sheets, heralds and ads in local papers. Four days before the celebration announcements were made in neighboring towns from a car equipped with a public-address system.

Neuerberg Mardi Gras Head

INDIANAPOLIS, July 17.—Mardi Gras sponsored by Sherman-Emerson Civic League on grounds at East Tenth street and Linwood avenue will be the 11th annual affair. Arrangements are being made for balloon ascensions every evening, aerial acts, band concerts, orchestra and dancing, auto and other exhibits and refreshment stands. There will be a free gate. Gooding Greater Shows are booked. Speakers each evening will be prominent men and public officials. Albert Neuerburg is chairman of arrangements and concession committee.

Chippewa Reports Balance

CHIPPEWA FALLS, Wis., July 17. — Albert Smith, chairman of the committee in charge of Chippewa Valley Centennial and Home-Coming Exposition, reported expenditures of $4,917.37, receipts totaling $5,163.59, leaving a cash balance of $246.22. Direct subscriptions totaling $4,458 represented the largest item in receipts and entertainment and free acts amounting to $1,011.90 the largest expenditure item.

Eats Short in Idaho Spot

SPOKANE, Wash., July 17. — Restaurants in Coeur d'Alene, Ida., ran out of food and closed Monday afternoon, so great were demands of 50,000 visitors at the Golden Jubilee Celebration Fourth of July week-end there. Concessioners did a big business, as did grind shows. Earl Summers' Carnival, of Spokane, had the job. Herb Sutherland was in charge of the jubilee.

Fairbury Fourth Biz Good

FAIRBURY, Ill., July 17.—About 17,000 attended a celebration here on July 4 and 5, sponsored by John Joda Post, American Legion. Wilson's Amusement Shows, carrying 4 rides, 5 shows and 15 concessions, furnished amusements and did good business, reports H. W. Meisenhelder. Illinois Wonders, Bible Circus and Binko and Banko furnished free acts. Window cards, handbills, newspapers and a calliope were used for advertising.

FAIRS HELLER'S ACME SHOWS, Inc. FAIRS

Want Shows, Talkers, Mental Act, Half and Half for Side Show. Bill Nuss wants Cook. Want good Ride Help, Custard, Lead Gallery, Choice Wheels. Open Cortland, N. Y., this week; Dickson City, Pa., next week. One more Still Date, then Fairs. Altamont, N. Y.; Fawn Grove, Red Lion, Pa.: Flemington, Bridgeton, N. J.; Amherst, Bedford, Va.; Littleton, N. C.; Camden and Brunson, S. C. Others to be announced later. Out all winter. Want Loop-O-Plane, Ridee-o or Octopus. Will buy half or all interest in any above Rides for cash. Fair Secretaries, get in touch with us. Virginia, North Carolina, South Carolina and Pennsylvania, have two weeks open in September. All address:

HARRY HELLER, General Manager.

WANTED GREATER EXPOSITION SHOWS, INC.

Man to handle Big Snake Show. Talker for Monkey Show. Will buy Trained Monkeys. Experienced Man to handle Darkest Africa Show. CAN PLACE GIRLS for Posing and Hula Shows. Side Show Acts, Ride Help on all Rides, Concession Agents. WILL BOOK one more High Aerial Act. Price must be right, as we have long season ahead. Address Lansing, Mich., week July 19; Flint, Mich., week July 26.

stated.
the heat.

LETTER LIST——

(Continued from page 65)

MAIL ON HAND AT

CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.

Frazier, Mary (Box 215), 3c
O'Brien, Don, 6c

Ladies' List

Allen, Dorothy (Mickey)
Anderson, Lucille
Atkins, Mrs. Amos
Barton, Mildred
Bisbee, Mrs. J. C.
Broadwell, Mrs. D.
Burke, P. Y.
Daehn, Mrs. W. J. (Bill)
Carver, Marie
Chapman, Babe
Clay, Madame Rose
Conor, Mrs. Steve
Dorey, Mrs. Eddie
Duncan, Hazel R.
Gorman, Mrs. Flossie
Jones, Mary E.
Harvey, Fawn
Kingston, Bobby Loraine
LaRose, Mrs. Ethel
Lang, Ruby
Lorow, Mrs. B. J.
McCormick, Trixie
Miller, Ade O.
Myers, Mrs. Henry
Peck, Miss Bobby
Phabeton, Helen
Ross, Mrs. Benny
Sharpe, Grace Jon
Simmons, Mrs. Warren F.
Singer, Louise Mae
Wagner, Lateva
Wallace, Esther Evans
White, Delores
Whiteman, Winnie
Wood, Bertha E.
Woody, Mrs. Jack
Zelma, Madam

Gentlemen's List

Art, Art
Atherton, Raymond
Augusts, Red Dip
Barb, O. G.
Barnett, Roy E.
Bear, John
Becker, Roy
Belmont, Harold
Benefiel, Ben
Benoit, Frank
Bible Bros.' Trained Animal Circus
Borella, Arthur
Brock, Lew
Broderick, Paul
Burke, C. H.
Burns, Norman
Carrol, Norman
Carter, Jimmie
Coddin, Capt. Jack
Cody, William, Co.
Costos, Albert D.
Darmison, Ernest
Davis, Edd
Davis, E. J.
Devers, Dal & Midge
Dixon, O. C.
Donelly, Russell
Duffy, James A.
Eugene, Bob, Troupe
Evans, Roberts
Genious, Kenneth
Gibson, Henry C.
Gaudsmith, Kenneth & Richatd
Gould, Joe
Graulich, Kurt
Greenman, Jack
Greenwood, Capt. Harry
Gregory, William
Hallock Jr., Wm.
Harper, R. W.
Healey & Mack
Herley, John
Jackson, Eddie
Jones, Charles M.
Joy, Mr. & Mrs. Billy
Joy & Juanita
Kelley, P. B. Pat
Kern, Barney
King, Phil
Kohler, Larry
Krause, Keno
Kuntz, Frank
Lampino, Prince
Langdon, Al G.
Larkin, Fred
Lawson, "Scotty"
Mack, Cuban
Maddox, Robert
Martin, Grover
McLean, Bobby (Ice Skater)
Marlor, Walter (Scotch Band)
Moon, Willie
Murphy, Wm. Red
Murray, Private John J.
Muto, Francis
Nelson, A.
Nickles, George H.
Nolan, J. L.
Nolan, J. L.
Noon, J. Gilbert
Ogle, Douglas
Osher, Jack
Payne, Arthur
Perry, Joe P.
Pulbey, Q. L.
Redden, Jonnie
Rice, Al C.
Rosen, Mike
Seemeuller, A. C.
Schermerhorn, Loyd
Shields, Porl
Spinks, H. G.
Simmons W. F.
Smalley, Charles
Smyth, Paul (Straw Hat)
Starys, Cycling
Stewart, Don J.
Stoneblock, James F.
Swanson, Carl O.
Tavlin, Jack
Thomas, R. D.
Thomas, W. L.
Tommy, "Texas"
White, Beverly
Travis, James
Watson, J. E.
Wilkins, H. A.
Willard, James

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.,

Parcel Post

Thurman, Billie, 5c

Ladies' List

Bartlett, Mrs. Roland C.
Clay, Madame Rose
Clayton, Sunya
Cook, Phyllis
Deck, Madge
Falnnigan, Mrs. R. E.
Ford, Mary
Frazier, Mrs. J. G.
Guinn, Mrs. Ruby
Hamilton, Lois
Jeffries, Mrs. Minerva
Johnson, Mrs. J. H.
Jones, Mrs. Joyce
King, Sally
LeBrell, Mrs. Geo.
Mullin, Velma
Nicklos, Mrs. Lillian
Rey, Mrs. Val
Sheedy, Dolly
Stanley, Mary
Wandas, Mrs. Floe
Woods, Mrs. Bill

Gentlemen's List

Baker, Tex
Balderson, George
Bales, Pat
Beard, A. R. (Army)
Bell, C. H.
Bernard, Glen
Bernshan, L. J.
Bresnahan, T. J.
Brown, Curley
Bryer, Charley
Bryer, Harry
Bryer, Ollie
Butcher, O. J.
Cain, George
Canipe, Walter
Carr, John & Irene
Childers, Charles Presley
Clayton, Clarence
Connors, Johnnie
Cuddy, Lee
Culver, Frank
Dailey, Roy
Day, Doc
Dezel, Albert
Downs, Ray
Easley, Melvin
Edwards, Chas. W.
Evens, Pete
Fredericks, R. S.
Gabel, John N.
Gilson, Philip
Grant, J.
Guinn, J. C.
Hard, Dick
Hatton, Sam
Henderson, Cortus
Henderson, Thomas Martin
Heyn, Henry L.
Hugo, Capt. E. H.
Humphrey, Billye
Hunter, Blackie
LaMott, Charley
LaVern, Frances
Lee, Tonie
Lewis, W. H.
Lopez, Manuel
Mancues, Shady
Martin, Pete
McCormick, A. L.
Miller, C. M.
Miller, Fred
Miller, Fred T.
Mitchell, Ray
Mitchell, Willie M.
Moore, Claude E.
Myers, Tolly
Nelson, John M.
Newman, Charles
O'Malley, Bob
Parker, Ronald
Paul Bob
Pederson, Les S.
Pentz, Frank
Pilcher, Fred R.
Rawlins, Everett
Reed, James
Renshaw, John T.
Rogers, Cotton
Roma, Prof.
Russ, C. J.
Savalle, Bill
Sayvilla, Henry J.
Sewell, C. M.
Skidmore, A. L.
Smith, P. W.
Snyder, Bill
Spencer, Bennie
Stevens, John Fremont
Stewart, Bobbie
Stevens, George
Sutton, Bill
Swires, Carl W.
Thompson, E. L.
Thompson, Lee
Thompson, Whitey
Timmons, A. E.
Trotter, George
Tyree, O. H.
Val-Rey, William
Wagner, Robt. L.
Wall, George
Warner, G. D.
Williams, S. B.
Williams, S. J.
Yates, K. L.

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, July 17.—Getting home from a short vacation and find desk piled high with this and that. Find a circus advertisement from a Chinese newspaper sent to me by Frank V. Baldwin Jr. If you want to get the inside on what circus folks are doing while on the road ask Frank to let you wade thru his personal correspondence for an hour or two. I know the Chinese advertisement has to do with a circus, for set in among the mess of dewdabs are the words Barnum and Bailey. . . . Had a short chat with Ed Thornburg and he infos that in *The New York American* J. E. (Dinty) Doyle had two columns in his radio department devoted to Circus Saints and Sinners. The story is built around the initiation of Dave Sarnoff. Among other things, Doyle writes:

"This hasn't much to do with radio, you will probably suggest, but it really has, as the members of the Dexter Fellows' Tent have enrolled as Water Boy the number one man of the radio industry, David Sarnoff, president of the Radio Corporation of America. As Water Boy he is entitled to the full privileges of an organization which has as its paramount purpose the building of a home to house comfortably those aged and infirm circus performers to whom the world has been unkind. The initiation of another Water Boy into the Circus Saints and Sinners isn't any great shakes and won't be recorded in the history books. But this one was somewhat different."

Among other things praise is heaped on Tex O'Rourke and his rapid-fire biography of Sarnoff. "Tex O'Rourke is probably the best ad lib. speaker your correspondent has ever heard." And to think Tex is our own equestrian director. May this ad libber's advertisement never appear under *The Billboard's* column headed "Ad Lib-erty."

Heard that the Carlton Hubs are going on a month's vacation to Alaska. That fella Carlton does the darndest things. The chances are he'll bring back with him a few Eskimo girls to work the night clubs. Igloo-loo gals. Ig loo oom bibba si voo plar mungus—which, when translated from the Eskimoese means "Here's hoping you both have a restful and healthful four weeks."

Interesting Item

The most amusing circus item we picked up while away was a copy of *The Utica* (N. Y.) *Saturday Globe* of September 16, 1905, which shows a picture of the Frank A. Robbins Circus caught by the flood at Norwich, N. Y. The picture shows the water halfway up the side walls and the horses are all belly-deep in it. The title under the picture reads, "The Frank Robbins show had pitched its tents on the fairgrounds. In the night the water came so suddenly that the employees narrowly escaped death and many lost their clothes."

Chal Pancoast changed the name of his lean-to from Hotel Montclair to Hotel Belmont Plaza. However, his name will still remain Chalmers Lowell Pancoast. . . . Bim Pond is in England, partly pleasure, partly business. . . . Hereafter the daughter of Jolly Bill Steinke will do some of the Fall Guy caricatures. She has talent. . . . A sum has finally been appropriated—or will be appropriated—for a club paper and with the talent on the club's roster it ought to be a humdinger. It will contain only information of interest to its members and will further the Old Troupers' Home Fund. Editorial staff consists of the writer, Tex O'Rourke; Bim Pond, Ed Thornburgh, F. Darius Benham and Bill Steinke. . . . A committee of one was appointed to have new props built for the first fall meeting in October. . . . Beginning with the next luncheon they will be held on second Wednesday in month instead of on the last Wednesday. . . . Al Sielke, engineer and architect, is working on the Old Troupers' Home plans. . . . The initiation fee and dues have been increased effective September 1. Initiation fee will be $15 and dues $25 annually. . . . Among Fall Guys listed for next season are Al Smith, Frank Hague, Bill Terry and Eddie Cantor.

Biz Fair for WPA Show at Ozone Park

NEW YORK, July 17.—The WPA Federal Theater Project's circus closed its week-end run at Ozone Park, L. I., July 10. Despite the terrific heat wave, biz was fair, with Friday night the biggest house. Thursday night Alberta Jones, known professionally as Compina, was painfully injured by Japino, the show's elephant. She narrowly escaped having her head crushed by the pachyderm.

It seems that Compina, a specialty dancer in the *Savage Africa* spectacle, was resting on the ground inside the padroom. Japino was munching hay outside when he raised one foot and brought it down with a curving motion, which brought one of his nails across the left side of her face, cutting her left eye. Dr. Luigi De Minico, of the Jamaica Hospital, attended the dancer, closed the wound with several stitches and advised her to go to the hospital for further treatment to prevent blood poisoning. The Manhattan newspapers devoted columns of space to the accident. Incidentally the Long Island newspapers came thru again with stories and pictures on the Ozone date.

Oscar Lowande, who left the show several weeks ago to appear with the Federal Circus in the Boston area, is back in clown alley, reports Wendell J. Goodwin.

A HILLBILLY——

(Continued from page 28)

tent, with its roof rented with long dripping holes, out of the mud puddles, off the soggy canvas seats, got to do it or else the show flops on opening night. Go ahead and go thru with it—business, till the storm wakes anew and carries the damned old tent over your heads and lets the precious rain strike you in your gaping mouths. Those farmers worked all day and grew the potatoes you ate for supper. They sold them to the merchant and the merchant sold them to the restaurant and the restaurant sold them to you. All they wanted was your money. But you got what you wanted from the poor damned fools. And now they've come, all of them, them farmers, the merchant, the restaurant keepers, to snicker and laugh at you and call you poor damned fools. But you've got what they want. And all you want is their money.

And to entertain them Ed Reno, all his life a trouper, with his red shaggy wig and red brows and red nose, becomes the bump brother to his real daughter, Pauline, who plays the part of a winsome pretty country girl, with her aunt, Auline Shirkey, Ed's sister, for a play mother and old Mr. Swaine for a father. And Pauline's real mother becomes the pale-faced snake-in-the-grass wife of Pauline's real husband, Dutch Moone. And David Shirkey, Pauline's cousin, becomes the detective who finds out that Pauline's mother is neither Ed Reno's wife in reality nor Dutch Moone's wife in the play but a thief wanted for robbery, so the play can have a climax and Pauline can marry her cousin, David.

Now when the play is over the show people come off and brother and sister become father and daughter again, and the wife becomes the mother-in-law to her husband, and old Chic Swaine drops out of the family and becomes only Chic Swaine, the old trouper, stooped and growing old.

Pauline and her husband, Dutch, hurry out and find Skipper sleeping peacefully in the trainer. Gladys Sylvia, Pauline's baby sister, is lying beside Skipper. They haven't noticed, but the ugly space is full of dim light, for the moon has come out clear-eyed thru the ranging clouds, and the children's faces are wrapped in a heavenly peace as they slumber side by side, Skipper 2 and Gladys Sylvia only 16 months.

They look for a long time at the sleeping children, and the man and woman of the road are tired and utterly worn, but there is a great peace and satisfaction now. They've done a good job, a damned good job of this mess tonight was. At least they'll have enough to eat until tomorrow night, and enough to eat and a chance to fight is all that anybody wants to keep on living for.

At last she looks up at the sky and there is the clear-eyed moon and the ranging clouds broken apart in the deep clean sky. The moon is like the heart of a blue flower, and the clouds, with their white-tinged edges, are petals waving in the night sky that is a blue flower smiling on the earth. Four generations have seen the show people like this. On and on they go, thither and yon, like the flower-petal clouds that blow on and on. They stopped once, long enough for her father to be born under an old tent show like this, and they stopped again when the girl was born under this old trouper tent that the storm has wrenched and torn; and then when the time came that the girl grew up and married a tall young trouper the show people stopped once more, and Skipper was born. Born under the same old tent. Four generations it's been their birthplace. But the way it leans and the tragic shadow it throws it will never see the birth of Skipper's children.

Yes, the boy will be a trouper. And Gladys Sylvia, too. Maybe they will soar high to Broadway or to Hollywood. They will be troupers, like the little Virginia lad walking miles up the highway with his thumbs hitched in his overalls, who thinned corn all day for a quarter to come and see the show and some day be a farmer like his dad and his dad's dad. And he may come and see the Reno show when Skipper is the head of it.

(Reprinted from Billy Cole's "Hillbilly Breezes" column in The Middlesboro (Ky.) Daily News.)

MAGIC——

(Continued from page 29)

Harry Baker, Raymond Otterback and Harry Clapham. Ade Duval is presenting his novelty silk routine at the Earle this week.

WULI CHAN COA and Company, illusionists, are at the Casino Municipal in Aix en Provence, France.

ZUDELLA, mentalist, is working the Fox-Western Theaters Circuit thru Wisconsin. Her dog, Boy, a chow-airedale combination, is also doing a memory stint.

FRANCIS A. NICKOLAS is with the Ozark Shows in Wisconsin as inside lecturer. Says he is getting his mental act in shape to work theaters and night spots in Southern territory this fall. Turn will carry four people, presenting magic, mentalism and comedy vent.

London Magic Briefs

LONDON, July 14.—Latest magical newcomer to London is Pablo, the "enigma of the Pampas," who comes here from the States. Pablo scored well at his opening at the Palladium. Specializes in card and lighted cigaret productions and a good version of the torn and restored newspaper trick.

Murray, Australian escapologist and illusionist, commences another British vaude tour when he opens with his own unit, in which he is supported by Billie Houston, Ronnie Hill and Neil McKay at the Theater Royal, Norwich, July 19. Murray is one of the best drawing cards in vaude and has several house records to his credit.

Cardini, suave prestidigitator, is back again at the Savoy Hotel, London nitery, where he is a big favorite.

Howard Brooks, American magician and monologist, who has been clicking heavily at the Ritz and May Fair hotels, goes to the Dorchester Hotel July 19.

Giovanni, "the pickpocket comedy conjurer," is a successful headliner at the Royal, Worcester.

Jasper Maskelyne, Royal Command British magician and member of a long line of family illusionists, is among the attractions at the London Palladium this week.

"Side Show People"

Want to hear at once from good strong Bally. One that can create plenty of excitement. Must be good. Can place two more Working Acts—Twisto Act, Human Pin Cushion, or any Ripley Act. Want to hear from Five-Piece Colored Band. All salaries paid from the office. Write or wire this week, COLUMBUS, IND.

GOODING GREATER SHOW

38th HENRIETTA FARMERS' REUNION

(Near Martinsburg, Pa.)
Pennsylvania's Biggest Farmers' Picnic,
JULY 28-29.

Rides, Shows and Concessions wanted for this picnic and the rest of my Farm Picnics to follow. Reasonable Privilege. Wire or write

M. A. BEAM, Windber, Pa.

EDDY BROS. CIRCUS

Wants Combination Billers. Mike Pine wire. Sousaphone and Trumpet, Big Show Band. Boss Canvasman that will keep Show in A-1 shape (no rags here). Auto Mechanic for Chevrolet Trucks. Lunch Stand Help. Lowest salary and particulars in first.

CHERRYFIELD — JULY 22
BAR HARBOR — JULY 23
BLUE HILL — JULY 24
BUCKSPORT — JULY 26
ALL MAINE.

PRESS AGENT PROMOTION

AT LIBERTY.

20 years on Metropolitan Newspapers and Amusements. Age 42. Join on wire.
C. B. CARSON, 2200 Prospect Ave., Cleveland, O.

GIRLS WANTED

For Revue. Experience unnecessary. Like to hear from Laurell, Alma Red Johnson and other girls who worked for me. Salary sure, work until Christmas.
MRS. EVELYN FALLON, W. S. Malarkey Shows,
Roscoe, N. Y. Owego, N. Y.

ELECTRICIAN WANTED

Must be sober and reliable and thoroly experienced. Good proposition to right party. Wire quick FRANK WEST, WEST'S WORLD'S WONDER SHOWS, McKees Rocks, Pa.

WANTED AT ONCE

Wanted Girls to tint and operate Photo Machine. Margaret Crawford, Agnes Wilson wire at once.
GEORGE SHIREY,
WORLD OF MIRTH SHOWS, Rome, N. Y.

BARLOW'S SHOWS

Kinderhook, Ill., Home-Coming this week; Pleasant Hill, Ill., Street Celebration next week. Have outfits open for Athletic, Snake, Half and Half, Side Show. Want Electrician who can carpenter. Also Ride Help, Advance Agent, Custard Operator. Can place few more Concessions. No grift. Useful Carnival People wanted always. Out until Xmas.

WANTED CARNIVAL

To show Pulaski, Va., last of August or first of September.
Under Auspices American Legion
Write or wire R. I. BROWN, Adjutant.

WANTED

For Hackettstown, N. J., Fair and others to follow. To book or lease Whip, Loop-o-Plane, Loop the Loop, Octopus or Tilt, Flat Rides. Wanted Freaks, Half-Half, Magician for Side Show. J. VAN VLIET, 193 Passaic St., Garfield, N. J.

WANTED
2 Up-To-Date
4 FOR 10c PHOTO MACHINES
On commission basis. For Asbury Park, N. J. To run until late November. Apply
WHIRL-O-BALL CONCESSION
Convention Hall, Asbury Park, N. J.

WANTED

One good Griddle Man that can handle steam table. Must be sober. Two experienced Waiters for Carnival Cookhouse. Wire, write or come on. **EDDIE DAVIS, care HENNIES BROS.' SHOWS, Appleton, Wis., July 19 thru 24.**

WANTED
CONTRACTING AGENTS AND BOOKERS

Three high-class men to contract fraternal and other organizations for our new surefire fund-raising campaigns. Experienced Hustlers can make big money. Write quickly giving us detailed information about yourself.
LIPAULT CORP., 1025 Arch St., Philadelphia, Pa.

BILLPOSTERS WANTED

For Kay Bros.' Circus. Combination Billers, must be able to post lithograph and drive trucks. No drinking tolerated. Long season. Write or wire. Pay your own. **BARNEY MEEHAN, Brigade Manager, Rockland, Mass.**

BILLIE WINTERS
WANTS

Ticket Seller, Talker and Acts for Side Show. Harry and Lillian McGregor, Skeets Hubbard, Chief El Diabilo wire.
WINTERS ARENA SHOWS, Freeport, Pa.

ELECTRICIAN WANTED

Must be sober and reliable and thoroly experienced. Good proposition to right party. Wire quick **FRANK WEST, WEST'S WORLD'S WONDER SHOWS, McKees Rocks, Pa.**

FAIR PROMOTER AND MANAGER WANTED

Must have experience in promoting fairs, also handling ticket sale on auto giveaway and selling commercial exhibits and advertising for premium book and arranging for agricultural exhibits. Liberal proposition to right party. Wire **FRANK WEST, WEST'S WORLD'S WONDER SHOWS, McKees Rocks, Pa.**

WANTED

Concessions and Shows for two days' gigantic celebration.
August 17 and 18, 1937, Audubon, Ia.
Address **R. S. FORDYCE, Audubon, Iowa.**

COMMITTEE MEN

I can furnish you a complete Carnival Unit for your Street Fair, Home-Coming, 4-H Club, Legion, etc., in Ohio or Indiana. Few dates open, with Rides, Shows and Concessions. Write or wire **WILLIAM B. JACOBS SHOWS, Morenci, Mich., July 19 to 24.**

FAIR SECRETARIES
CELEBRATION COMMITTEES

Have open dates. Want Fairs and Celebrations in Wisconsin until September 15. Mississippi Secretaries notice. Playing Mississippi from September 27. For open dates address **DYER'S GREATER SHOWS, July 19 to 24, Osseo, Wis., or as per route.**

Out in the Open

by

Roger Littleford Jr.

Wild Animal Exhibits

ANOTHER large consignment of wild animals landed in New York recently and it was little more than a couple of days before the specimens were distributed to all sections of the country. More than likely nearly all of them were picked up by community - operated zoological parks. That's where they go today. Possibly a very small minority found their way to some of the larger circuses and a few more to some of the New York animal dealers, who will attempt to sell them later on to anyone who is willing to feed them.

R. S. Littleford Jr.

Notwithstanding the fact that there are undoubtedly more animal acts and exhibits on traveling shows this year —on circuses and carnivals—it has been the stationary zoos that have absorbed most of the untamed beasts arriving from the jungles. Reasons for this may be many—but the most outstanding is that most zoos emerged from the depression sadly in need of additional stock. And with the general uptrend in city budgets and in many instances with the aid of federal funds, managements again found it possible to supply their needs.

It strikes us, however, that a larger percentage of the consignments coming from Africa, India and European ports should be directed to our carnivals and circuses, or to dealers catering to those fields. After all, outdoor show business in America, as well as all over the face of the globe, was originally founded on the exhibition of strange and novel attractions. Freaks were naturally an integral part of early show business, but just as important, if not more so, was the exhibiting of strange animals, birds and reptiles from far-away lands. In other words, freak human beings and wild dumb beasts formed the backbone, the foundation, of American outdoor entertainment.

But times have changed and today there are many circuses as well as carnivale that have so subordinated the exhibiting of animals that in some instances it is darned hard to find any on a midway. Arthur L. Hill, veteran showman of widespread and varied experience, expressed his views on the subject last week and, in our estimation, summed up the entire situation pretty handily. Hill said: "The United States in the only nation in the world where trained and untrained animals are not still being fostered in a big way. It's the only nation where animals do not still fulfill the bill as the backbone, the basic factor, in outdoor show business. And I wonder if that is right. After all, there are plenty of carnival shows, circuses and parks that are not enjoying exceptional business this year despite the tremendous betterment of general conditions. Yet up near Nashua, N. H., there's a man 'cleaning up,' so to speak, with a veritable zoo situated off the beaten track and away from any center of population. John T. Benson is the name of the man who runs this jungle farm—and a visit there on almost any day of the week will enlighten showmen of the pulling power of a well-managed zoological display." . . . The circuses FEATURING animal acts are not doing so badly either, are they, Mr. Hill? Jess Adkins and Zack Terrell with Clyde Beatty, for instance.

Emmett Kelly to England

IT WAS interesting to learn that Emmett Kelly, sad-faced joey with Cole Bros.-Clyde Beatty, has signed to appear with the Bertram Mills Circus in London next winter. For some reason or another we thought the popular pantomimist who created nothing short of a sensation at the New York Hippodrome last spring would find himself in Hollywood or a Broadway production. He had the offers—we know that. . . . The Dexter Fellows Tent of the Circus Saints and Sinners Club is being besieged by Sarasota contractors interested in the proposed circus home the org is sponsoring in that city. . . . Tom Mix show, headed back east, will open a new lot in Washington, D. C., July 26-28. . . . Incidentally, Mix will return to pictures at the close of the '37 circus season—but will be back on the road again when spring rolls around. . . . Jesse Klugman back in New York from a tour of up-State New York, where he caught the Big Show a couple of times. Reports that Paul Ringling, who recently joined, has already made a hit with the personnel. Paul, not yet 20, will be gradually worked up in the organization provided he shows the proper stuff. And from what we've heard he will. . . . Vera Bruce Codona has moved from Long Beach to Livermore, Calif. Is not trouping. . . . Federal Theater Project is thinking about routing the WPA Circus thru other parts of New York State. Uuit has been confined to Greater New York for almost two years now.

Ed Kelty, "The Great American Tourist—from Coast to Coast without a net," as he bills himself, shoots from Michigan that it did his heart good to see both Hagenbeck-Wallace and Cole-Beatty go to town on the same day in Flint. "It proves something or other," quotes the New York circus photog. "Everything would have been absolutely even had not the H-W ticket sellers appeared on the scene in lily-white Palm Beach suits." . . . New York show people, I guess all show people, are lamenting the death of Harry (Doc) Sloan, who passed away recently at his home in Youngstown, O. Doc, a veteran of long standing, was one of the popular showmen of his day.

Kern With Hoxie Show

VINCENNES, Ind., July 17.—Jack Hoxie, accompanied by his wife and R. M. Harvey, were here Thursday for a conference with Barney Kern. Kern, who since closing with the Hagenbeck-Wallace advance has been handling Hayden Enterprise's *Florence Musical Varieties*, a floor show, will be advance representative of the new Hoxie-Harvey show (Jack Hoxie Circus), opening in Ohio in the near future.

FINAL CURTAIN——

(Continued from page 32)

ter, three sisters and one brother. Funeral and interment in St. John.

VALENTINE—Charles, 69, of the Aerial Valentines, circus performers, July 11 in New York. Funeral services July 14 in New York.

VAN DRESSER — Marcia, 56, actress and singer, after a long illness, in London July 11. A soprano with dramatic ability, Miss Van Dresser began her career in light opera in 1898. She sang important roles with the Bostonians and Alice Neilson's light opera company. Under Augustin Daly's direction she gained prominence on the legitimate stage. She played in *The Great Ruby, In the Palace of the King* and *Francesca da Rimini*. In 1903 Miss Van Dresser began to devote her time to concert and grand opera work. She leaves a brother, William Van Dresser, of New York.

WILSON—John P., 75, actor and songwriter, July 10 in New York. Wilson made his first stage appearance at the old Tivoli Opera House, San Francisco. Later he played at the Hippodrome in Shubert and Dillingham productions. Recently he had been writing skits for radio. Most popular of all his song hits was *A Son of the Desert Am I*. Burial in Kensico Cemetery, New York.

WOODS—Ella, 77, scenarist and wife of Frank Woods, formerly in charge of production for Famous Players-Lasky, at Hollywood Hospital, Hollywood, following a paralytic stroke. She went to Hollywood in 1912 with her husband. Among her early films were *Her Shattered Idol*, featuring Mae Marsh, and *Martha's Vindication*, Norma Talmadge's first picture. Services at St. Mary of the Angeles Church, Los Angeles. Body was cremated.

YERIAN—Jacob J., 67, live-stock auctioneer and judge at fairs in Ohio, Indiana and West Virginia, at his home in London, O., July 11. Survived by his widow; a son, associated with Station WBNS, Columbus, O., and four brothers. Funeral and interment in London.

Marriages

AYLES-ALDAN — Sidney Ayles, ticket seller with Cole Bros.' Circus, and Dorothy Alden, circus performer, recently in Detroit.

BENTLEY-DOWNEY—Howard Charles Bentley to Eddean Downey, daughter of Frank J. Downey, MGM exchange manager, in Detroit July 10.

BERNERD-BUNTY — Jeffrey Bernerd, general distribution chief for Gaumont British pictures, and Edna Bunty, New York showgirl, in London July 12.

DOAKE-VARULA — Leonard Lawrence Doake, nonprofessional, and Juliet Varula, costumer for George White's *Scandals*, at New York July 4.

HUNTER-PAULEY — Winfield K. Hunter, program traffic manager of WLW, Cincinnati, and Vella Pauley, of Iaeger, W. Va., July 3 in Charleston, W. Va.

McGOUGH-PRATT — Fullerton McGaugh, WWSW, Pittsburgh, times salesman and part-time announcer, to Nell Pratt, of that city, July 9.

MATTESON-GRAHAM—Bill Matteson, manager of the Trans-Lux Theater, Philadelphia, and Margaret Walker Graham, nonpro, July 17 in Philadelphia.

MEYER-SCOTT—Robert K. Meyer, of Kent, O., trumpet player in George Williams' Orchestra at Craig Beach Park, Diamond, O., to Betty Scott, of Paterson, N. J., cashier at Craig Beach Park pavilion, July 3 in Cleveland.

MORTIMER - WYSE — Lee Mortimer, nonprofessional, and Una Wyse, showgirl, July 11 in Fort Lee, N. J.

POST-MORLAND—Dell Post and Florence Morland, principals with Aulger Bros.' Stock Company, in Minnesota recently.

SLATER-KNIGHT—Tom Slater, WLW announcer, and Helen Knight, music and art supervisor, of Fostoria, O., July 17 in Niles, O.

WHITING - BERTRAND — John C. Whiting, nonpro, and Helen Bertrand, showgirl in *Casa Manana Revue*, at Fort Worth Frontier Fiesta, in Fort Worth, Tex., July 12.

ZIMMERMAN - STUMPF — Harry F. Zimmerman, nonpro, and Margaret O. Stumpf, cashier at the Ritz Theater, York, Pa., June 24 in York.

Births

An eight-pound daughter, Edna May, to Mr. and Mrs. Frank Kern July 3 in Philadelphia. Father is an engineer at Station WFIL, Philadelphia.

A daughter to Mr. and Mrs. Tom Hartman June 23 in Lancaster, Pa. Father is manager of the Capitol Theater there.

A son to Mr. and Mrs. Harry Drobs July 4 in Philadelphia. Father manages the 21 Club, local night club.

A daughter to Mr. and Mrs. Emmet Sargents July 6 in Philadelphia. Father is cellist with the Philadelphia Orchestra.

A daughter to Mr. and Mrs. Billy Keaton July 7 in Philadelphia. Father is a night club entertainer.

A 7¼-pound boy, William Robert, to Mr. and Mrs. Benny Kyte July 9. Father

(See BIRTHS on page 85)

OUR AFRICAN SHIPMENT
NOW IN STOCK AND READY FOR IMMEDIATE DELIVERY!

SPECIAL OFFER— TWO-TOED SLOTHS $25.00 EACH

Chimpanzees
Mandrills
Dog-Faced Baboons
Chacma Baboons

Green Monkeys
Moustache Monkeys
Sooty Mangabeys
Drills

WRITE FOR COMPLETE PRICE LIST

Also One Rare Colobus Guereza Monkey.
Plenty of Snakes—Indian Pythons From 6 to 26 Feet.
Also Full Line of South American and Indian Monkeys and Animals.
HENRY TREFFLICH, 215 Fulton St., N. Y. City

AL G. HODGE SHOWS, INC.
WANT FOR WEEK OF JULY 26, AND BALANCE OF SEASON, L'ANSE, MICH., MID-SUMMER FESTIVAL AND MARDI GRAS

Ball Games. No exclusives. Fish Pond, Cigarette Gallery, Diggers, Custard and other Grind Concessions, reasonable rates. We have a wonderful route ahead, first in. WANT A-1 Banner Man. No heat creator wanted. Must furnish reference of previous connections. CAN PLACE Side Show, with or without ontfit. No Girl Show wanted. Two more Grind Shows. Fair Secretaries in Wisconsin, Illinois, Tennessee, we have three weeks open. We have the greatest show in our career on the 1937 tour. CAN PLACE two sensational Free Acts. Fire Diver preferred, as we have all equipment for this act. WANT—For Advance: Billposter, one with circus experience. Must be able to drive billing sound truck and positively keep sober and not sleep on paper, or no notice. Petoskey, Mich., this week; L'Anse, Mich., next week; then Iron River, Mich. We just played the National Cherry Festival, Traverse City, Mich.

Notes From the Crossroads

By NAT GREEN

YE CROSSROADS ed, feeling the need of a little respite from the office grind, sneaked away from Randolph street last week and high-tailed it for the wide-open spaces. This is being written up in the Rockies, where few shows have the hardihood to penetrate, altho I'm told some do make the grade (grade is right—we never before encountered so many hairpin turns). We had expected to see many carnivals on our way west thru Illinois, Iowa and Nebraska, but only two little ones and a lone Tilt-a-Whirl were encountered. Crops in the sections thru which we passed looked very good and apparently it should be excellent show territory. No lack of circus paper along the route—Ringling-Barnum, Cole-Beatty, Russell Bros. and a couple of others. We were particularly struck by the thoro job Ringling is doing. For miles thru Iowa we saw one-sheets reading, "Warning: This space leased to Ringling Bros. and Barnum & Bailey Combined Circus," or words to that effect. At Sterling, Colo., we met up with the Al G. Barnes Circus and had a pleasant visit with S. L. Cronin, Harry Bert. Capt. W. H. Curtis, Theo Forstall, Duke Drukenbrod, Bert Nelson, Eddie Woeckener, Virginia Butterfield, the Cristianis. Harry Chipman, Harry Levy and others. Show looks great and had a fair day's business for so small a town.

NAT GREEN

●

At Sterling we met Olive Attree, aerialist, formerly with the act of Stanley Bros. and Attree. Miss Attree, on her way from Chicago to Denver with a friend, was in a bad auto smashup Tuesday morning near Sterling. A young jockey whom they had given a ride from Omaha was driving and apparently fell asleep at the wheel. Car went over the bank and was completely demolished. The jockey was killed and Miss Attree's friend badly injured about the head, but miraculously Miss Attree escaped with minor bruises.

●

From Sterling to Denver, where the Elks had taken complete possession of the city, so we didn't pause to see whether Allen Lester and Floyd King were in town. Thru Rock Springs, Courtney Ryley Cooper's home town, and on to Lookout Mountain. A visit to Col. William F. Cody's grave and the Buffalo Bill museum, Pa-Has-Ka Tepee, was one of the most pleasant features of the trip. There is a wonderfully interesting collection of Buffalo Bill relics and paintings in the museum, which is situated atop the mountain and affords a marvelous view of the country for miles, with Denver visible in the distance. From Lookout Mountain over the Virginia Canyon highway thru Edna Springs, named for Edna Curtis, to Central City, where S. L. Cronin once had a picture house back in the days of 5-cent picture shows.

●

A visit to the Barnes show is a genuine pleasure. From Manager S. L. Cronin to Abie Goldstein, the clown, we found everyone cordial and pleased to welcome us. The show is pleasing thruout, nicely dressed and presented. Barnes has one of the finest looking herds of elephants on the road. Eddie Woeckener, "Sousa of the White Tops," is still giving 'em that circusy music for which he is noted, and when he gets going with that trick whistle he makes them all sit up and take notice. Capt. Curtis has the canvas in great shape, having just completed double-roping the big top. Harry Bert found time between his many duties to be the perfect entertainer. Manager Cronin, too, took time off to see that visitors were well taken care of. He expressed himself as well pleased with the business done to date. Abie Tavlin is highly pleased with the success of the Del Rio Living Dolls. They are a marvelous attraction, holding anywhere from 40 to 65 per cent of the audience for the concert. Abie is in no little degree responsible for the way the Dolls go over, for he makes a great sales talk.

●

They're telling a good one on Chester Pelkey, superintendent of concessions. It seems many of the boys had got in the habit of reaching into the pop corn as they passed the stand and helping themselves. So the boy in charge of the stand planted a mouse trap in the pop corn to put a stop to the practice. First person the trap caught was Chester, the boss!

Beers-Barnes Biz Good in Northern N. Y.

DANNEMORA, N. Y., July 17.—Beers-Barnes Circus is doing good business in the tourist and lakeshore towns of Northern New York. Management receives many compliments on appearance of its autos, trucks and trailers. George Daniels, of Ogdensburg, paid several visits while show was in his vicinity.

July 12 show "played day and date" with O. J. Bach carnival at Rouses Point, N. Y. The circus and carnival had engaged the same lot, but since the circus was on the lot first it erected its tents in front. The carnival did not erect until the circus vacated Tuesday morning. Most of the carnival personnel saw the performance. Members of Walter Lankford's Family Band augmented Frank P. Meister's circus band, playing midway concert and night performance.

Advance of Russell Moving on Nine Units

REDDING, Calif., July 17.—The advance of Russell Bros.' Circus, now in this State, is moving on nine units, five of which are used by billposting department.

Headed by Ray Blankenship, general agent, the advance includes Justus Edward, press representative; J. C. Webb, special agent, and J. E. Mead, programer and country press. In the billposting department Francis Kitzman is serving his sixth year as car manager. Others on the roster are Elsie Kitzman, secretary; Abe Adelman, boss billposter; Mike Grabola, Roy Long, W. S. Ladd, Mike Kitzman and Louie Hadley, billposters; Henry Barth, boss lithographer; William Wilson, Harry Hevener, Claude Poe and Clyde Haskill, lithographers.

The show has been receiving excellent billing all season. All special paper is used and several new pieces have recently been added. Little opposition has been encountered and that has been clean and efficiently handled.

Hamid in American Weekly Tells of Biz of Dare-Devils

NEW YORK, July 19.—A full-page spread of cuts and story on "Why the Devils Don't Break Their Necks" appears in Hearst's *American Weekly*, issue of July 18. Piece, written more or less as an interview with George A. Hamid, president of George A. Hamid, Inc., of this city, describes the "ins and outs" of a dare-devil's business and quotes Hamid as saying that the reason his people get away with stunts that would kill the average man is "that they have experience, splendid muscle co-ordination and are careful to inspect their always good equipment before each show."

Cuts show Lucky Teter, automobile dar-devil; Lorena Carver, horse high dive, and other "thrill merchants" in action.

P. A. BRANSON and Dail Turney made an inspection last Wednesday of the new government-owned circus lot in the nation's capital. "It is one of the finest lots I have ever seen," said Mr. Turney. "It is like a beautiful lawn, adjoining the river, and in my opinion it is going to be a tremendous success. The Mix Circus feels highly complimented in being asked to initiate the use of these beautiful grounds. We will have all new canvas for this engagement and naturally we are looking forward to the privilege of entertaining official Washington on the occasion of our first visit to the capital." Town is being heavily billed. A unique feature of the engagement will be the illumination of the exterior canvas at night by use of giant army searchlights.

LASH LEADS AGAIN

FOR 20 CENTS PER GALLON

of finished beverage you can now buy Lash's 10 to 1 Orangeade with better than 15% of CALIFORNIA ORANGE JUICE IN THE DRINK YOU SERVE.

A sample sufficient to make 80 ounces will be mailed on request from our nearest office.

LASH, INC.

CLIFTON, NEW JERSEY ANAHEIM, CALIF.

GRUBERG'S WORLD'S EXPOSITION SHOWS

WANT TO HEAR FROM C. A. ABBOTT IMMEDIATELY.

WANTED—DROME RIDERS—Man and Lady Riders. Salary paid out of Office. New Drome and good Machines. Wire DEL CROUCH, Manager Motordrome.

WANTED—FOR CIRCUS SIDE SHOW—Fat Girl, Sword Swallower, Frog Boy, Alligator Boy or Girl, one good Freak to feature, Talker. Salaries paid out of office. Wire BILL SYLVIN, Manager Sideshow.

WANTED—ON ACCOUNT OF ENLARGING HOT HARLEM REVUE for our BIG CIRCUIT OF FAIRS—Can use one hot Trumpet, Alto Sax, double Clarinet. Also can place light brown skin, pony size Chorus Girls that can cut it. Wire RICHARD SCOTT, Manager, Hot Harlem Revue.

WILL BUY FOR CASH—Mutoscope Picture Machines, Kiddie and Adult Size; Drop Pictures, Name Plate Machines, or any other money-making Machines. Write and explain all to W. T. YOUNT, Manager Penny Arcade.

Address All Care of

GRUBERG'S WORLD'S EXPOSITION SHOWS

This Week, St. Albans, Vt.; Next Week Massena, N. Y.

WANTED

MILLER BROS. SHOWS

BEARDSTOWN, ILL., ANNUAL FISH FRY CELEBRATION, ON STREETS, AUGUST 2-7; THEN ALL FAIRS TILL NOVEMBER,

Can use Shows all kinds, not conflicting. Good opening for Mechanical, Illusion, Big Snake, or any worth-while Show, Organized Minstrel. RIDES—Can use one or more Rides. WILL PLACE Octopus, Caterpillar, Loop-o-Plane with own transportation. Geo. Welch and Geo. Lucas write. CONCESSIONS—Place all legitimate Concessions working for stock. WANT one more sensational Free Act. NOTE—J. Harry Miller—Archer concessions are no longer with this show. Write or wire

MORRIS MILLER, Miller Bros' Shows, Beloit, Wis., this week, then as per route.

DODSON'S WORLD'S FAIR SHOWS CAN PLACE

FOR BALANCE OF SEASON, CLOSING IN DECEMBER,

High-Class High Sensational Free Attraction, one or two money-getting Shows, with or without own outfits. Have new Top and 90-ft. Front. Will furnish to reliable showman for Illusion or any show that will get money. Will furnish Tent for Wax Show, Unborn Show, Midget Show, Girl in Fish Bowl, or any new and novel Attraction that will get money in money-proven spots. Can use first-class Side Show Attractions at all times. Monessen, Pa., Firemen's Celebration, Week July 19; Warren, O., Week July 26; Dunkirk, N. Y., Home Coming and Centennial, Week August 2; Johnstown, N. Y., Firemen's Home-Coming, Week August 9.

Address DODSON'S WORLD'S FAIR SHOWS.

WANT

FOR SOMERSET COUNTY FIREMEN'S CONVENTION AND CENTENNIAL, BERLIN, PA., WEEK JULY 26 TO 31, INC., AND CAMBRIA COUNTY FIREMEN'S CONVENTION, SPANGLER, PA., AUGUST 2 TO 7, INC. DAILY PARADES AND CONTESTS.

CAN USE Legitimate Concessions, Independent Shows and Attractions for these big weeks with several more Celebrations and 10 Southern Fairs to follow.

KEYSTONE SHOWS

Franklin, Pa., This Week.

Frisco Expo Sets National Fete Days

SAN FRANCISCO, July 17. — That Golden Gate Exposition is attracting world-wide attention is evidenced by many requests to honor various nations with special fete days. Stanton Haight, member of special events committee, said the following days in 1939 have been designated: February 27, Dominican Republic; March 17, Irish Free State; May 20, Cuba; July 5, Venezuela; July 21, Belgium; July 28, Peru; September 15, Costa Rica and Honduras; Ocotber 10, China; October 12, Spain.

All of these days, he said, were set in co-operation with consuls representing these nations here. Foreign colonies in Frisco are completing plans for a colorful International Folk Festival which will feature dances, music and games of the various countries, with participants in native costume.

Oregon won the honor of being the first State to have its contract for space in the Hall of Western States approved. In addition to its contract for $30,000 worth of space in the building to be constructed for group exhibits by Western States, Oregon has been allotted a plot of outdoor space where it will hold its wild life exhibit. Other exhibits will feature Oregon's lumber industry, dairy products, fruit and tourist attractions.

Oregon, it was anticipated, will expend in excess of $100,000 for its exhibit It was the first State, expo officials revealed, to sign a space contract at the 1915 Panama-Pacific Exposition in San Francisco.

RIDE HELP, Experienced Only

Foreman on Whip. Foreman on Merry-Go-Round. Must know how to set up and tear down. Grind Concessions all open. Candy Floss, Custard. Long season. Best of treatment. Address

CHARLES GERARD,

2515 Newtown Ave., Astoria, Long Island, N. Y.

A CORRESPONDENT writes that the Al G. Barnes-Sells-Floto Circus was forced to pass up Devils Lake, N. D. Reason—moving picture opposition. When double features, bank nights and screen keno fail to attract patrons, short-sighted moving picture operators might reflect on the advantage to their business of a change of amusement fare.

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

COMPETITION

"Competition is the life of trade."

It is about time for the debunkers to get busy and show the falsity of this axiom that has long since outlived its usefulness. Whatever half-truth there may have been in it in the years of pioneer development has been overcome by the complex elements that make up modern business.

Competition is war, and war is hell. That is much nearer the truth than the original statement. Actual war is simply an explosive form of competition, and many forms of modern competition ultimately lead to war.

WALTER W. HURD

But there is little that can be done about competition, unless it be that some individual is persuaded to forget the competitive struggle as far as he can and turn his attention to getting more personal enjoyment out of life and business. Many people will have time during vacation to think the whole thing thru and perhaps come back to work with a new resolution that the competitive game is not worth the struggle after all.

It seems to me that the Williamson Candy Company is really pioneering an idea in debunking whatever halo may have attended the word competition. In paid advertising space this firm is suggesting that heads of candy distributing firms go to their competitors personally and ask them to cut out the cutthroat competition. If the first visit fails go back again and again, the advertising says. The house of Williamson says that such personal missionary work will eventually convert most unfair competitors into fair competitors. At least it is an idea and one manufacturer is spending good money to spread the idea.

The customary evil assigned to competition is that of cutthroat prices. A wave of fair trade laws has swept the country in an effort to remedy the situation. The NRA and preceding that thousands of trade associations made various attempts to eliminate unfair competition of various kinds.

But the evil spirit of competition goes deeper than the various practices which laws and organizations would eliminate. The evil is as old as human history and perverts and destroys the best purposes and ambitions that any race, trade or group may possess. To analyze the competition in any line of business today is to get at the source of all the ills and discouragements that infect our struggle for existence.

Examine any business today and you will find the competitive struggle driving men that would otherwise be decent and fair to use any and all kinds of underhanded methods to get an advantage over their competitors. There is no line of business that is an exception.

If we go to the top and examine the reason for the attitude of the Morgans, the Fords, the Mellons, the Tom Girdlers and others who head big business it is that they do not have the time or the inclination to consider the underdog as a human being because of the intense competition in big business. Their craving for power, or whatever it is that they want, is increased to the point of bitterness because of ever-present competition.

Or man's inhumanity to man takes an even worse form when these men at the top hire others to [illegible] out and get the business, with their jobs depending on the results. It is among these men hired to get results that competition develops into its worst forms and all the evils known to modern business are invented and practiced. These are the executives, the managers, the salesmen and agents who must beat their competitors or else soon there will be no job. These men soon learn that by what means they get the business, fair or foul, does not count. It is no wonder that such men are driven to all the extremes of competition in order to show results. The picture could be extended to cover the whole story of business as it is today.

This competition brings to light some of the worst troubles in our business setup at the present time. On July 13 two Chicago daily papers published statements from manufacturers with the following idea: "I may want to pay the highest possible wages and operate on the shortest possible hours, but I'm smack up against the chiseler whose long hours and sweatshop wage scale and total freedom from conscience make possible prices that the decent employer can't meet." Such are the troubles of business, large and small.

Among the smaller firms competition among private companies and individuals often becomes more personal and perhaps more bitter. It sometimes seems that a little fellow gets the idea the odds are against him (and they most likely are), so he decides to do a little underhanded work. Then all his competitors are forced to fight the battle on the same ground.

It is a well-known fact that even the criminal mind is produced in those persons of poor circumstance who come to feel that the odds are very much against them in the competitive struggle, and hence they come to rebel against a society which they feel is unfair to them. To them being an underdog is unfair competition in its most bitter sense.

Progress in alleviating the evils of competition still leaves much to be desired. The increasing efforts to effect controls and regulation by legislation reveal the fact that legislation itself is becoming a tool for competitive effort. Hence many of the new laws proposed to eliminate competition, or at least to set up rules of fair competition, will in the end serve to agitate more bitter competition rather than calm the struggle. It so happens that many trades, groups and industries have discovered the possibility of promoting laws that will curb or hinder a competitor. So legislatures are becoming crowded with the kind of bills that bear all the marks of being promoted by some selfish business interest. That is something of the extent to which competition can go, even corrupting the law-making functions of the government at its source.

There is an idealistic theory of co-operation which is being developed from many angles. It would not be wise to belittle the progress of co-operative ideas, for much good has been done in many fields. Trade organizations of many kinds have built up progressive programs of endeavor and have also done much educational work among business enterprises and men to promote fair competition. All of this work should be encouraged for what it is worth and maybe the slow process of education is the path by which we will eventually reach a plane of better business relationships. The vacation season is a good time to weigh all these things and personally decide to take business competition a little easier.

Coin Devices Get Big Play

Two arcades and many individual machines placed at Cleveland Expo

CLEVELAND, July 17.—Coin-operated machines at the Great Lakes Exposition here are receiving a great play, according to E. M. Marley, sales manager of The Markepp Company, Ohio distributor.

A great many of the people attending the exposition come from the rural sections of Ohio and neighboring States and, as a result, the different coin-operated machines hold a great deal of appeal for them.

Marley reports that in proportion to other amusements the coin-operated equipment receives much attention. The two penny arcades are, of course, outstanding. They are run by a prominent Cleveland operator.

In addition to the cranes and rotary merchandisers, there are the usual punching bags, strength-testing machines, fortune-telling machines, novelty pin games and all of the other equipment that is characteristic of such arcades all over the country.

While many of the machines are operated by a penny, a great many are nickel machines and seem to be doing very well.

Skee Ball alleys, of which there are several scattered around the exposition grounds, are receiving a good play. The point system is used to award winners.

Candy bar and peanut machines are scattered thruout the exposition grounds. However, they do not seem to be attracting much attention, possibly because of the many different types of restaurants and sandwich stands that dot the grounds. The prices charged at the stands in restaurants are no higher than the public is accustomed to paying ordinarily and, as a result, they all are doing a lively business.

According to Marley, there is room for a great many more coin-operated machines around the exposition grounds. There are no ray rifle machines, and because people in the rural sections are not acquainted with the machines that shoot a beam of light instead of a bullet they would probably be a profitable investment for some operator.

"It seems to me," Marley states, "that operators are overlooking a good bet at the exposition. Some criticism could also be directed at some of those who have exhibits. A coat of paint and general shining and cleaning of the equipment would draw a great many more people."

Lane Trains Lane

NEW YORK, July 17.—Bert Lane, spark plug sales manager of George Ponser Company, Inc., went to a college graduation in Ohio recently and brought home the new advertising manager of the firm—Eddie Lane, A. B. Showing the insight that has marked him as one of the industry's climbers, Bert invested four years of schooling at Oberlin College in his younger brother and expects the investment to be the best he has ever made.

"I want new blood, with plenty of that enthusiastic up-and-at-'em spirit. That's what my kid brother has. I know he's going to show the coinmen some topnotch promotions."

Lane is after the lion's share of Eastern distributing business. His roar is getting amazing results.

Liquor Industry Pays Big Taxes

WASHINGTON, July 17.—Coin machine industry, directly interested in the progress of the liquor trade, will note with interest the report of the United States Treasury that alcoholic beverages are now one of the mainstays of the federal government.

According to a revenue statement made public by the Bureau of Internal Revenue, all the country's corporations paid in income taxes only 33 per cent more than the liquor consumers in the fiscal year 1937 and individual income taxpayers only 40 per cent more.

Income taxes paid by corporations totaled $893,955,576 and income taxes paid by individuals $996,361,289. Liquor taxes, which ultimately are paid by the consumers, totaled $592,301,181. Excess profits taxes were only a drop in the bucket compared with what the liquor consumers paid. They totaled $24,967,188.

The Revenue Bureau reported total collections in 1937 of $4,652,503,174 as compared with $3,520,208,381 in the previous year. Income taxes from both corporations and individuals in 1937 were $2,149,381,039 as compared with $1,412,938,303 in 1936. Liquor taxes were more than $86,000,000 higher than in the previous year.

Danny Odom Sees Old Pals in Chi

CHICAGO, July 17.—Danny Odom, of San Antonio, was in Chicago last week. He put in his time visiting his old friends Bill Gray and Lee S. Jones, of the American Sales Corporation. Since leaving the circus business Odom has been distributing and operating coin equipment in Texas to good results.

He was also guest of Ed Pace and Dick Hood, the latter of the H. C. Evans Company, during his stay here. Odom timed his visit here to meet Bill Gray, who also dropped in town for a few days from Florida. Bill has been putting in most of his time in Florida for the last two years, and he expects soon to return to Chicago, where he has been well known for 25 years.

The boys made Lee S. Jones' new location their headquarters while here. Dan knows that when the weather is hot beer is dispensed freely there. And when the weather is cool quantities of bourbon are available.

SEND IMMEDIATELY
for our new
PRICE LIST No. 240
Which contains some of the Greatest Bargains ever offered in Reconditioned Machines of All Types.
BESSER NOVELTY CO.
3020 Olive St. St. Louis, Mo.

SPECIAL SPECIAL

PACES RACES, Good Condition	$125.00
JENNINGS CONSOLES, Like New	100.00
JENNINGS CHIEFS, Like New	57.50
MILLS BLUE FRONTS, Late Serials, Single Jackpots	57.50
MILLS Q. T., Like New, 1c and 5c	37.50
PACE BLUE FRONTS, Like New	45.00
MILLS DOUBLE JACKPOT FRONT VENDERS	37.50
LITTLE DUKES, Jennings	15.00
MILLS & JENNINGS—Single Jackpot Goosenecks	12.00
PACE BANTAM, 10c Play	12.00
MARBLE TABLES—AUTOMATIC PAYOFFS	
MILLS McCOYS	$25.00
JUMBOS, BALLY	12.00
CREDITS, ROCK-OLA	10.00
ACES, BALLY	7.50
PAMCO PARLAY	10.00
DOUBLE HEADERS, MILLS	12.50
BONUS, BALLY	12.50

All Above Machines in Perfect Shape.
1/3 Deposit With All Orders.
WRITE — WIRE — PHONE.
T & T NOVELTY CO.
114 MAIN ST., JOPLIN, MO.

LOOK!!!

BOOSTERS	$24.50
EQUALITES	22.50
FIREBALLS	18.50
SCOREBOARDS	24.50
RICOCHETS	24.50
FIRECRACKERS	18.50

Reconditioned ★ Cleaned ★ Ready for Location
BUCKEYE NOVELTY COMPANY
1927 E. 55th St., Cleveland, Ohio
THE OPERATOR'S FRIEND

Success
to GEORGE PONSER
who stands back of the
KEENEY LINE, and to the
KEENEY LINE which stands
back of GEORGE PONSER
Currently Featuring . . .
KEENEY "TRACK TIME"
also in Keen-Kubes, Keenette and Keen-Bell tops
Outselling all other console cabinet Games
KEENEY "GREAT GUNS"
New "accelerated bumper", 5-ball novelty game
KEENEY "NAVY"
1-ball payout game with new "accelerated bumpers"
● IMMEDIATE DELIVERIES OF THE ABOVE KEENEY HITS THRU THE GEORGE PONSER CO., OF N. Y., INC., AND ITS BRANCH OFFICES
J•H•KEENEY & COMPANY
"The House that Jack Built" CHICAGO

FEATURING OUR 3 DAY MONEY BACK GUARANTEE
And Give Away Prices on the Finest Used and Floor Sample Machines ever offered. Shipments on these Machines may be returned prepaid within 3 days for exchange or refund of purchase price.
One-Third Certified Deposit With Order. Less Than $15.00, Full Amount.

AUTOMATICS
CAROM, FLOOR SAMPLE....$100.00

Aces	$ 8.00	Fortune	$ 8.00	Preakness	$65.00
All Stars	20.00	Gold Rush	5.00	Put-'N-Take	5.00
Bally Derby	20.00	Grand Slam	30.00	Round Up	20.00
Bonus (Cash & Tkt.)	20.00	Hialeah	24.00	Red Arrow	5.00
Big Shot (Calif.)	12.00	Jumbo	10.00	Speedway	20.00
Credit	17.50	Jumbo (Cash & Tkt.)	15.00	Sportsman	5.00
Daily Races (Myst.)	20.00	Pamco Bells	25.00	Sunshine Baseball	22.00
Daily Races (Mult.)	20.00	Pamco Parlay	20.00	Sunshine Baseball (Cash & Tkt.)	25.00
Daily Limit	10.00	Peerless	15.00	Sunshine Derby	15.00
De Luxe "46"	10.00	Prospector	10.00	Turf Champs	49.00

NOVELTY GAMES — BUMPER TYPE.

Bumpers (like new)	$22.50	Fire Cracker (like new)	$22.50	Ricochet (like new)	$22.50
Booster (floor sample)	50.00	Home Run (like new)	22.50	Rugby (like new)	14.00
Bolo	9.00	Roll Over (like new)	20.00	Skipper (free game only)	29.50

PIN GAMES.

Action	$4.00	Cannon Fire (small)	$4.00	Rebound	$ 5.00
Airway	3.00	Drop Kick	4.00	Repeater (free game)	10.00
Beamlite	4.00	Fifty-Fifty	5.00	Signal	4.00
Contact (Baby)	3.00	Impact	3.00	Squadron	6.00
Contact 45	4.50	Jigsaw	2.00	Skyscraper	3.00
Cannon Fire (large)	4.00	Quick Silver	5.00	World Series	3.00

COUNTER GAMES.

Bally Baby (fl. sample	$10.00	Dicette, Jennings	$3.00	Radio Wizard	$2.50
Bally Nugget (fl. sample	12.00	Horse Shoes (Dice)	5.00	Reel Races (Western)	6.00
Cent-A-Pak	5.00	Official Sweepstakes	3.00	Spark Plug	4.50
Bar Boy	4.00	Penny Ante	2.50	Skipper (Counter)	2.50

SLOT MACHINES.

Mills Esc. Front Venders 5c	$27.50	Watling Twin Jack Pots, 5c	$22.50	Mills War Eagles, 5c, 10c, 25c	$49.50
Mills Q. T. Bells, 5c	27.50				

JOBBERS: Write for Prices on New Machines. We can furnish most any machine you might want.
WESTERN SPECIALTY COMPANY
1206 FARNAM ST., OMAHA, NEB.

ARCHIE LA BEAU

BIG SALE ON USED MACHINES

Paces Races	$150.00 to $199.50	Ten Strike	$35.00
Derby Day and Hi-De-Ho	49.50	Fence Buster, Daily Races Mystery and Brokers Tip Mystery	29.50
Skipper	45.00	Big "5" Jr., Double Score, Rainbow and Double Up	15.00
Pamco Chase, One Better and Fire Cracker	29.50	Multiplay and Monte Carlo	22.50
Flicker and Bally Multiple	25.00	CHOICE OF — Rodeo, Repeater, Mystery Three, Sportsman, Deluxe, Mammoth, Baffle Ball and Gold Rush	3 for $20.00
Pamco Speedway, Credit, All Stars and Peerless	19.50		
Light A Pair and Heavyweight	74.50		
Springtime	65.00		

La Beau Novelty Sales Co
"THE HOUSE OF QUALITY"
1946 University Ave., ST. PAUL, MINN.

AMERICAN SALES CORPORATION
950 WRIGHTWOOD AVE., CHICAGO, ILL.

MORE LOCATIONS, more profits—if you operate the right sort of games! . . . We can help you select the right sort and give you the big advantage of our convenient Extended Credit Plan. . . . Nope! No carrying charge.
YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee S. Jones

P. S.—It will pay you in dollars and cents to get the lowdown on our Credit Plan.

PIN GAMES SACRIFICED
OUT THEY GO REGARDLESS OF FORMER PRICE
All Machines Guaranteed Like New in Every Way

Western Winner	$65.00	Bally Challenger	$20.00	Stop and Go	$ 9.50
Western Policy	25.00	Bally Peerless	20.00	Turf Champs	55.00
A.B.T. Grub Stake	25.00	Bally Jumbos	20.00	Pamco Pinch Hitter	20.00
Bally Round Up	20.00	Rockola Credit	17.50	Gottlieb Skill Roll	20.00
Bally Multiple	27.50	Rockola Fortune	17.50		

WRITE FOR FREE CATALOG ON NEW SLOTS — PIN GAMES
HUBER COIN MACHINE SALES CO.
604 W. Van Buren Street, CHICAGO, ILLINOIS

RECONDITIONED MACHINES WITH THE FOLLOWING GUARANTEE:
All Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

NOVELTY PIN GAMES		Neck and Neck	$ 5.00	Sunshine Baseball	$20.00
Ball Fan	$ 2.50	Par Golf	2.50	Turf Champs (Tkt.)	45.00
Big Shot	4.00	Sequence	10.00	Carom (Tkt.)	65.00
Bank Night	5.00	Spitfire	2,50	Bally Derby	20.00
Criss Cross Slides (1c).	2.50	Short Sox	7.50	Bally Bluebird	22.50
Champs (Baseball)	4.00	Scotty	4.00		
High Low	2.50	Top Hat	4.00	COUNTER GAMES	
Happy Days	15.00	Tackle	5.00	Bally Nugget	$9.00
Hold 'Em	2.50	Torpedo (West Coast, repainted)	5.00	Half Mile	7.50
Line-O	2.50			Penny Pack (Register)	7.50
Lights Out	7.50			Daval Races	3.00
Mad Cap (Batt.)	5.00	AUTOMATIC GAMES		Reel Dice	5.00
Mad Cap (Elekp.)	6.00	JUMBO	$ 7.50	Reel "21"	5.00
Neontact	2.50	Preakness	65.00	Double Deck	5.00

Terms: 1/3 Deposit, Balance C. O. D.
MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

REAL BARGAINS
Guaranteed Reconditioned Late Models

Bally Preakness	$59.50	Bally Carom	$69.50	Bally Skipper	$29.50
Jennings Flicker	18.50	Keeney Ten Strike	29.50	Rock-Ola School Days	49.50
Bally Blue Birds	18.50	Jungle Dodger	39.50	Bally All Star	14.50
Pamco Leathernecks	12.50	Bally Challenger	18.50	Pamco Parlay	12.50
Bally Sky High	12.50	Sunshine Baseball	14.50	Big Richard	12.50
		Bally Round Up	12.50		

CERTIFIED DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.
BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.

Changed Lineup Boosts Earnings

CHICAGO, July 17.—With the baseball season at its peak, the close race in both leagues is creating intense interest among baseball fans. The Rock-Ola Manufacturing Corporation reports that this interest is reflected in an increased demand for its 1937 World Series baseball game. Many location owners who have had World Series in operation for several months say their present earnings are greater than the first weeks the machines were installed, Rock-Ola officials report.

Jack Nelson, vice-president in charge of sales for Rock-Ola, reports a novel arrangement for cashing in on the rabid interest of the local baseball fan in his local team. Under his plan, the player-lineup on World Series is changed to conform with the lineup of the local team. Henry C. Lemke, Detroit distributor and operator, states that the play on his World Series machines has increased over 20 per cent since he installed a complete Detroit lineup. Operators in other large cities are having the same success by catering to local pride, it is reported, and many operators of World Series have organized regular baseball teams to play in competition to other locations. Not only does this increase the earning power of the machines but serves as a real business stimulator for the locations, Rock-Ola heads claim.

Keeney Says Biz Better Than Ever

CHICAGO, July 17.—J. H. (Jack) Keeney, well-known head of J. H. Keeney & Company, reports business better than ever. "We are surprised at the way summer sales have been holding up," he says. "Whereas previous summers have seen a certain amount of dropping off, this summer has been quite the reverse, inasmuch as we are enjoying exceptionally large orders for our latest games, Great Guns and Navy, and for our de luxe payout, Track Time.

"It is my belief that of the many reasons underlying the good business we are experiencing this summer one is most important. That is we have presented operators with a group of games which prove profitable in every location, in every section, under all conditions. We have dared to be original in Great Guns and Navy with our accelerated bumper, and operators have been well rewarded by that originality. In placing these games on location they have given players a faster, more exciting form of pin game amusement, and the response is visible here in our factory.

"Production has been increasing daily on the two pin games," he continued, "and hundreds of machines are being shipped daily, exclusive of Track Time. The latter continues to lead in popularity among de luxe games because it affords the operator a greater opportunity to profit on his investment. This he can do easily by using the interchangeable tops we have provided for the game. In addition to Track Time, the game can be operated with Keen-Ball, Keen-Ette and Keen-Kubes tops."

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. ★ CHICAGO, ILL.

Track Meet Is Setting Pace

CHICAGO, July 17.—"Men are working shoulder to shoulder at Exhibit Supply Company these days turning out Track Meet, newest five-ball novelty game. Where to put more workmen so as to speed up production has been a real factory problem," say Exhibit officials.

"In addition to Track Meet, Exhibit is running full production on three deluxe console machines called Silver Bells, Chuck-a-Lette and Exhibit Races.

"The great popularity of the console machines," said Sales Manager Kelly, "is due to the bell machine principle of construction. They are just about 90 per cent mechanical in operation and 100 per cent mechanically perfect. They are the only seven-coin, seven-play console type machines on the market using regulation spinning reels. No wonder we are swamped turning out four winners at one and the same time—and don't forget we have a Skill Draw—a winner in counter games, as well as Novelty Candy Venders and Diggers in production. We likewise supply several other factories with our payout and ticket units.

"Please tell our friends who are pressing us for deliveries that we are doing all possible to get machines to them promptly," he added.

South African Distrib Sails

CHICAGO, July 17.—Max Jude, distributor and jobber from South Africa, sailed for home this week after spending many enjoyable weeks here as guest of the Atlas Novelty Company. It took Jude a month to get here and he will spend another month on his return trip; but, according to his statements, the enjoyable time he had on his visit more than made up for the length of the journey.

Jude was fortunate to be in Chicago during the time Joe Louis and Jim Braddock were preparing for their championship bout. Morrie and Eddie Ginsburg escorted him to both camps, and while at the Braddock camp he was photographed with the ex-champion and Barney Ross. The Ginsburg brothers report that they shot quite a few feet of film at the training camps and extend a cordial invitation to all operators to view the films at their offices.

National Premium Has Rock-Ola Line

CHICAGO, July 17.—National Premium Company, Omaha, has just been named representative for the Rock-Ola Manufacturing Corporation, it was was announced today by David C. Rockola, president. Territory to be handled by National Premium, of which Al Johnson is president, includes all of Nebraska and Iowa.

Among the Rock-Ola products the National Premium Company will handle are World Series, Rock-O-Ball, scales, radio rifles and full line of phonographs. In announcing the appointment of National Premium as Iowa-Nebraska representative Rockola said: "The fine sales record hung up by National Premium in the last few years has prompted us to take notice of its ability as salesman of amusement devices. With expansion of business generally and addition of new items from time to time to our line we feel that the territory will be more than adequately covered by our new representative."

EPCO
PROTECTS EARNINGS WITH EPCO BELL LOCK
FOR ALL COIN OPERATED EQUIPMENT . . .
ELIMINATES SERVICE CALLS WITH Chereton ELECTRO-TIMER
FOR PIN GAMES . . .
KEEPS GAMES PROFITABLE WITH ELECTROPAK!
There is No Substitute for Perfection—Specify EPCO for Your Coin Operated Equipment!
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CHICAGO OFFICE 626 WEST JACKSON

Snyder Building Rep With Rebuilt Games

OMAHA, July 17.—Charlie Snyder, of the Western Specialty Company here, reports good business on both new and used machines. Firm is featuring reconditioned machines on a money-back guarantee.

"If we can't make 'em work right and put them out in first-class condition we junk 'em," Snyder says. "We intend to build a reputation on high-class used machines and daily more and more operators are turning to us for their needs in good reconditioned equipment."

HY GREENSTEIN, head of Hy-G Games Company, Minneapolis, admiring Foto-Finish. He flew to Chicago recently to speed delivery of the Gottlieb game.

EXCEPTIONAL BARGAIN
I have two Latest Model Paces Races, 30 Top Pay, serial numbers 4884 and 4885, never on location, that I will sell at $275.00 each. One-third deposit with order.
EARL E. REYNOLDS
Jefferson Hotel, DALLAS, TEX.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

MERCHANDISE MACHINES

Securities Agency Hits Vending Sales Promotion

Two companies in Detroit had planned use of investment idea—committee report explains how plan works—asks purchasers to report to agency office

DETROIT, July 17.—The plans of agencies in this territory to sell vending machines on an investment basis were given a serious blow Tuesday by the Michigan Corporation and Securities Commission. There have been at least two companies in the city which have planned such a method of distribution. In one case the company appears to be operated by a straightforward group of business men who have been acting under the impression that they were offering a legitimate proposition. The other organization has consistently refused to divulge any information about its operating plans, either for publication or "off the record."

Opening gun in an attempt to prevent the unwary from buying rights in machines under such a method of distribution was fired two months ago by Frederick E. Turner, president of Automatic Merchandisers' Association of Michigan. Action has apparently gone on in various forms to investigate the situation, and its alleged illegality was evidenced in the statement of the State commission Tuesday. The report said, in part:

"The company handling the machines purports to sell them as investments. A bill of sale is issued to the purchaser and simultaneously therewith a lease is entered into between the purchaser, as lessor, and the company, as lessee. The company agrees to service and locate the machines and to pay the purchaser-lessor a certain percentage of the intake or collections.

"In the opinion of the commission and its counsel this vending machine sale and lease scheme and particularly such bills of sale and leases, constitute securities within the definition of the term as used in the Michigan Blue Sky Law, and that such sales violate the law."

Criminal penalties are provided for those who sell such securities not accepted for filing by the commission and not otherwise exempt, and the purchaser may receive refund of his entire money paid in under the law.

Any person who has made a purchase under such conditions has been asked to report to the Detroit office of the commission, located in the National Bank Building, or at Lansing, the capital, or to the Detroit Better Business Bureau. Further investigation is under way and the deal may later be presented to the prosecuting attorney for action.

An interesting angle is that a careful study day by day of bills of sale and similar commercial documents in this county has disclosed practically no registration of such documents by the companies involved, with either the city clerk or register of deeds. Such failure to register may be a legal loophole avoiding making the transactions subject to prosecution; it would also appear that failure to register does not properly protect the rights of the parties to the transaction. Most other sales not on a cash basis are so registered locally, including thousands of coin machine sales annually.

Turner Firms Move To New Quarters

DETROIT, July 17.—Offices of the Detroit Vending Company and the Nik-o-Lok Company have been moved to Room 1103, Lafayette Building. Both companies are headed by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan.

The same offices also serve as general headquarters of the Michigan Association and are well known to operators in this State. The move was made necessary by the expansion of offices of the Detroit Racing Association, operating the track at the Michigan State Fair grounds here.

New Co. Formed To Distribute Vender

DETROIT, July 17.—Offices were opened here last week by the Vendit Company of Michigan, new organization, to distribute nationally a selective type of vender. New offices are at 2316 David Stott Building, with Wilbert H. Brookner, proprietor, in charge.

The machines to be sold are of two models, both made by the Detroit Tool and Manufacturing Company. Both are selective type venders, said to allow choice of about 20 different items, including candy, gum, nuts, pretzels and similar bulk merchandise.

As far as distribution goes, the company reports that it will sell direct to operators, following the usual plan of distribution in the trade. In addition, sales upon an investment or income basis will be made, presumably to the location owner. Details of the plan have not been fully made public, but will be handled thru a staff of salesmen.

New Soap Dispenser Is Being Developed

DETROIT, July 17.—A new soap dispensing machine is being developed here for the general market. While no company has yet been formed to promite it, it is understood it has reached the stage where such action may be considered in about two months.

The developers are G. A. Chaustovich, who was president of the National Dispensing Corporation, and Chester A. Jones, secretary of the same company. This organization manufactured a soap vender for some time, but it was taken over a few months ago by the Venitor Corporation.

Development of the new machine will make the fourth manufacturer in this city producing venders of industrial hand paste type soap. The machines already out have proved successful and indicate an enlarged field of usefulness for the vending-machine principle in washroom service.

Wide Response To Liberty Bell

CHICAGO, July 17.—It's a strange papa who doesn't think his new-born babe is the grandest thing alive. Much of the same parental feeling applies to coin-operated machines. A manufacturer introducing a new number usually thinks he has a world-beater. But in the case of the Liberty Bell Console type bell machine just put on the market by O. D. Jennings & Company the parental pride does not seem to be misplaced, as W. J. Ryan, general manager of the Jennings organization, reports that preliminary announcement of this machine met with an almost instant response and that sales are highly satisfactory. Indeed, the Jennings organization is now planning purchases for the third large run of the machine within only a few weeks after the preliminary announcement.

Ryan explained that their decision to manufacture this type of machine was based on the belief that the console bell is destined to be a popular and stable number. Their analysis of the market showed that a number of machines of this type were being built and offered at substantial prices and it was the opinion of the Jennings personnel that if a console bell could be produced for approximately half of the average-priced machine of today it would have a widespread appeal. The new Liberty Bell Console is the answer of Jennings' engineers to the demand for a machine of this type to sell between $100 and $200.

Ryan points out that Liberty Bell is constructed from standard Jennings units on which they are already in production. The advantage of an arrangement like this is that first it enables them to keep down the cost and second it enables them to assure the operator that the machine is already a proven success from a mechanical standpoint.

Skee Balls Score At Kennywood Park

PITTSBURGH, July 17.—Kennywood Park, known as Pittsburgh's playground and recognized as one of the leading amusement parks in the country, recently installed a large battery of Wurlitzer Skee Balls as one of the 1937 attractions. Originator of the idea was Ben Sterling Jr., manager of Sterling Service, Wurlitzer operator of Moosic, Pa. According to reports, the games are getting a big play from park patrons ever since they were put on location.

A. B. McSwigan, president of Kennywood Park Corporation, stated: "The Skee Ball alleys are working out nicely and we are gratified with the business they are doing. They certainly are beautiful alleys."

NATIONAL PREMIUM CO.
GIFTS
PREMIUMS

LEFT TO RIGHT: Ray Mortenson, music op of Cedar Rapids, Ia.; R. V. Smith, business manager of National Premium Company, Omaha, and I. F. Webb, vice-president in charge of phonograph division, Rock-Ola Manufacturing Corporation.

-an
APOLOGY

The Great Demand for Exhibit's Super 5-Ball Novelty Table

"TRACK MEET"

is far beyond its production at this moment. Vast additional production facilities have been added to triple the daily output of this proven wonder and speed up deliveries to our trade. A million thanks to our customers for their co-operation and patience.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

PROVEN Money Makers!

Big opportunity for Experienced Route Salesmen.

Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profits. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.
FIELDING MFG. CO., Dept 29, Jackson, Mich.

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only $2.50 Each

A. M. WALZER CO.
426 Stinson Blvd.
Minneapolis, Minn.

SPHINX
CHEWING GUM

Relieves Alcoholic Breath.
A GREAT TAPROOM SPECIALTY.
A Non-Competitive Vending Business Ready to Make You Real Profits With a New Efficient Low Priced Machine. SAMPLE MACHINE and 100 Sticks of Gum.... $3.85 F. O. B.
Send for Descriptive Folder.

ROBT. E. NELSON COMPANY
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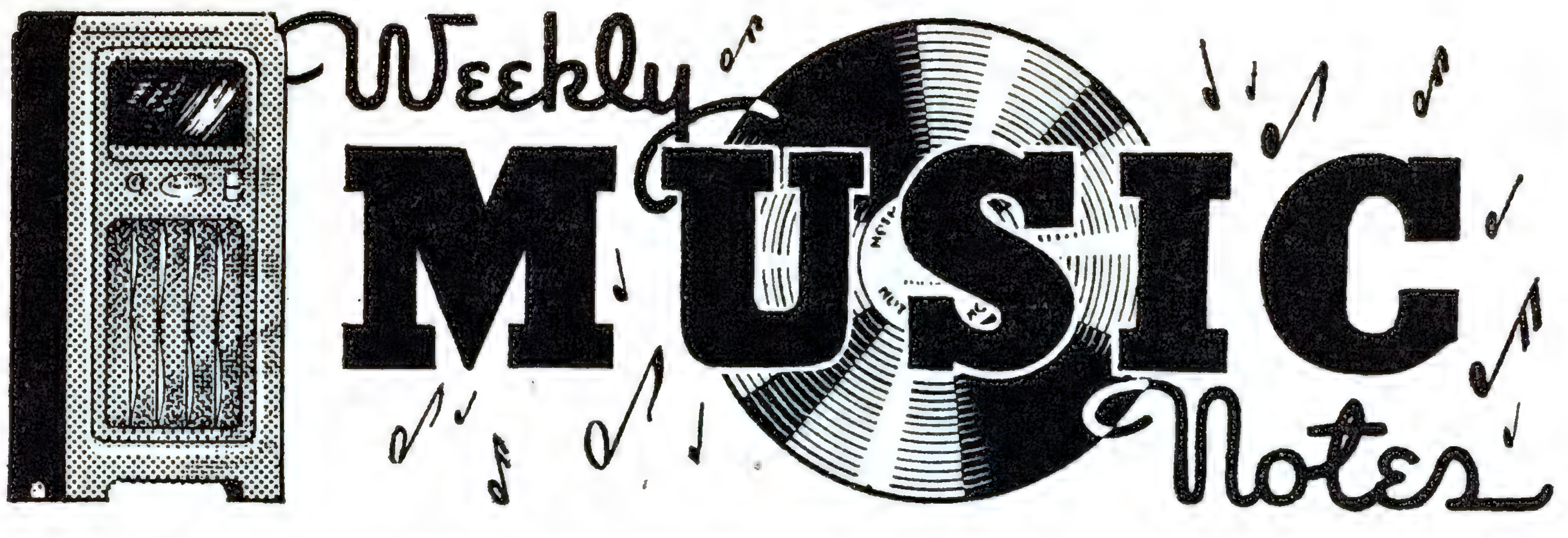


Music Op Tells Profit Methods

CHICAGO, July 17.—A question many music operators ask is about what can be done to guarantee themselves and the locations a steady income from the operation of an automatic phonograph, says H. E. Roberts, sales manager for J. P. Seeburg Corporation.

"Apparently, the question seems difficult to answer," Roberts added. "One can't promise a location owner a definite amount of patronage, and by the same token an operator cannot say of any average location: 'This spot is going to net me so much and so much.'

"Yet in contacting music operators we do get ideas and tips from music men who have proved to their satisfaction that there is an answer to the question stated, and their proofs are not one or two isolated cases, but a majority of their locations. One operator told me his locations have a few that are naturals; that is, thru a combination of circumstances, the owner's personality, his wide acquaintance, lack of competition, etc., made them very profitable.

"But he affirmed that the majority of his locations require painstaking work to build up to a point where they are profitable for the location owner. He has advertised, featured extra attractions in the way of singers, parties and other stunts and depends to a great extent on the reputation of his place to draw patronage. Consequently, the proprietor is mighty particular about the coin-operated machines that go into his place and even more careful about automatic phonographs.

"The operator then told me that he always recommended the Seeburg Melody King, Model K, for such owners and in every case decided improvement in the returns of the location had been noticeable within a short time. The appearance of the location was improved, among other things. Then patrons got the habit of coming in oftener and staying longer to enjoy the music. It is a plain case of where the operator improves the general business of the location by installing a high-grade phonograph. Location owners will surely appreciate such a service from the operator."

Stahl Reports Biz on Upgrade

DETROIT, July 17.—Stahl Specialty Company, East Detroit, reports that its business has been steadily improving. Manager Harry Stahl states that his company is specializing in the newer models of Capehart phonographs and now has 28 of the new machines on locations.

"Most of the phonographs have been placed in beer gardens," Stahl disclosed, "but we also have three machines in the clubhouses of golf courses. Golf courses are naturally far and few between, but the grosses from the machines on these locations are among the best we have. People at these clubs want rest and enjoyment, and the music machine completely satisfies both of these needs."

Most of the company's locations are located in Macomb County, where Stahl makes his home. In addition to its music operations, the company also operates a number of air rifles. Elrick Renaud, a former operator, was recently appointed service manager of the company. Stahl also reported that a new Ford V-8 pickup truck has been added to the fleet to facilitate service.

ENJOY CAREFREE OPERATING!

Give your locations the automatic phonograph that has proved its dependable performance and its power to attract greater play!

The SEEBURG Illuminated Multi-Selector MELODY KING Model "K"

Write Today for Information

J. P. SEEBURG CORP., 1510 DAYTON ST., CHICAGO

THE SEEBURG FRANCHISE IS MORE VALUABLE!

Supreme Will Operate Music

BROOKLYN, July 17.—William Blatt, president of Supreme Vending Company, has set up a phonograph operating department in his large offices in Brooklyn, which will work under his direct supervision. The "Little Napoleon" has purchased a route of a hundred music boxes to begin with and has placed an order for 100 new Wurlitzer machines.

Blatt contends this is only the beginning and he expects to build up the operation to about 1,000 pieces.

In order to take care of the new department Supreme Vending has hired three men and intends to employ additional people as the operation gets larger. A unit of trucks has been placed at the disposal of these men so that they may move around easily.

The operation will be conducted in the metropolitan area.

New Orleans

NEW ORLEANS, July 17.—While some operators are beginning to complain about a letdown in play, distributors, generally, are reporting continued brisk demand for all new models of well-known makes.

Louis Boasberg, of the New Orleans Novelty Company, Gottlieb distributors, is again on a raving spree. It's been quite some time since he has shouted so persistently about the merits of a new machine like he now is about Gottlieb's new Foto Finish. "The only complaint I have to offer about Foto Finish," he says, "is the fact that the Gottlieb factory cannot ship me the machines fast enough.

Jack Sheehan, manager of the Sport Center, and Ray Bosworth, co-owner of the New Orleans Novelty Company, are spending a week at Grand Isle, gulf island resort, fishing for Silver King. From latest reports both have caught a wonderful tan. But leave it to Jack, he'll stay down there until he can safely come home with a good yarn or bust. In his absence the Sport Center is being managed by Bob Bosworth.

Herby Mills, popular New Orleans operator, has placed on location one of the first arrivals of Bally's new Classic. Herby is enthusiastic about the new machine and has hinted that he will buy several more soon.

Harry Batt, operator of Pontchartrain Beach, finds play at his beach sportland, doubled this season, is holding at the peak for all time. With almost three dozen machines on location there, there is hardly a dull moment anywhere in the place. Batt shows good judgment by changing ideas and over half of the machines now on location are less than a season old. He keeps a large phonograph going continuously to entertain his patrons.

The baseball season in New Orleans rolls merrily along, no less than a half dozen baseball and soft-ball teams now representing groups of coin-machine ops and distributors here. Last Sunday the Dom Fazzio Stars dropped their game to "outsiders" by a 7 to 2 count; the Great Southern Novelty nine won their game by a short count; the Carondelet Street won 4 to 2; Phillips nine, of the General Novelty Company, won and lost, 8 to 6 and 4 to 0, respectively. The Sport Center team won its seventh straight by beating another good nine from another industry.

Emile Iacopanelli tells about the wonderful results of the Dixie Belle ad inserted for several weeks in *The Billboard* thru the Jennings office. "There is little doubt in my mind that those ads have been a boon to my business," Yockey says. "While the ads were running my sales trebled, with one group in Tallulah, La., alone taking 38 Dixie Belles and several others, who admitted that they saw the ad, taking one to five each."

Julius Pace, genial local association president; Mrs. Pace, their son, brother and daughter, Jerry, and Joseph Pipitone, well-known local op, left together this week for an extensive tour by auto thru Texas. They are going from Galveston to Houston and later to Dallas and Fort Worth.

More than five years in the coin-machine business, a charter member of the local association and a darn friendly fellow is J. D. Elms. Elms' name has never appeared before in this column because we didn't ever know he existed. Operating the Broadmoor Amusement Company, Elms has never attempted to expand his business to that degree where he is so widely known as others. "But I make a nice living out of the limited business I operate and I am perfectly satisfied to sit back and let the other fellow get the publicity," Elms said. But how can a fellow who admits that he first operated Silver King machines way back when —— be left out. Associated with him in his operation is Emile Willie.

Detroit Ops Hit Vacation Trails

DETROIT, July 17.—Vacation season is on for Detroit operators. With the anticipated summer slump coming on, many are planning on taking extended vacations. Others are confining their holidays to week-end jaunts to many of the resorts located within a short drive of this city.

Mack Barron, local operator, left this week to spend his vacation in Northern Michigan. Evidently his ambition is to get so far away from his business that nobody will be able to locate him.

Sheet-Music Leaders

(Week Ending July 17)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. It Looks Like Rain in Cherry Blossom Lane (Morris) (2)
2. Merry-Go-Round Broke Down (Harms) (1)
3. Sailboat in the Moonlight (Crawford) (3)
4. Sweet Leilani (Select) (5)
5. Blue Hawaii (Famous) (4)
6. Where or When? (Chappell) (8)
7. The You and Me That Used To Be (Berlin) (6)
8. September in the Rain (Remick) (7)
9. I Know Now (Remick)
10. Was It Rain? (Santly-Joy)
11. Cause My Baby Says It's So (Remick) (12)
12. Gone With the Wind (Berlin) (15)
13. Never in a Million Years (Robbins) (10)
14. Will You Remember? (Feist) (14)
15. Carelessly (Berlin) (11)

Detroit

DETROIT, July 17.—The swing toward music machines in this territory gathered momentum this week with a number of sales reported by the Wurlitzer Company. Many Wurlitzer machines have been operated in Michigan by the well-known Marquette Music Company, one of the largest operators in the field. Neil C. McAllister, of Highland Park, and M. L. Farrah, of Detroit, were among the new names reported. In addition, Joseph Brillante, the Commercial Music Company, Max Dorsey and Arnold R. Miller and Frank D. Noble all were active buyers of phonographs this week, increasing their established routes.

Coin-machine business continues to grow in popularity with the women of Detroit. Lina Lovera is the latest operator to enter the field, taking over the business formerly operated by her brother, Joseph A. Lovera. Miss Lovera has added a new studio and four Do Re Me's to her line. She is placing her machines mostly in beer gardens, where she reports receiving satisfactory results.

Jack and Hattie Hewitt have recently entered the coin-machine field as operators and have just purchased some of the latest Model K Seeburg phonographs. They are placing their machines in beer gardens only for the present.

O. D. Griffin Company, Detroit jobbing house, is closing its store on Woodward avenue and moving to a new location, probably on Linwood avenue. This will make one more jobbing house on this central northwestern street, which is fast becoming the mecca of operators in this city. Griffin Company is now operated by Mrs. Griffin, who has some plans for business expansion likely to prove of considerable interest. Details have been carefully kept secret for the time being.

Mark-Time Parking Meter Company has been formed as a Michigan corporation with a capital of $1,000 at $10 a share. Company has established a plant at 12897 Woodward avenue, Highland Park, to manufacture coin-operated automobile parking meters. Officers are James S. Hunt, president; Harry S. Buchanan, vice-president and treasurer; Ellen Richards, secretary. George Muehl is general manager.

H. C. Grasseck, Detroit operator, who has been ill for some time, is recovered and is back on the job and looking fine.

Latest coin-machine company organized in the city is the Louis Novelty Company, headed by Louis Pappas. Pappas was formerly in the confectionery business, but has given that up to devote his entire time to the new enterprise. He has started with a small route of pin games and is watching the operation of them closely in order to keep an accurate control over his new business and gain the necessary experience in the minimum of time.

D. B. (DAN) STEWART, Salt Lake City operator, at the offices of Advance Automatic Sales Company, signing an order for a carload of the new Rock-Ola 20-record Imperial phonograph.

Edward A. Coney, president of See-Con, Inc., spent the first part of this week in Chicago, visiting various manufacturers. He placed orders for new equipment.

George Manos has sold out his interest in the Grove Tavern to enter the coin-machine business. He is operating a route of Wurlitzer phonographs and amusement games.

Frank Goodyear, of Wyandotte, Mich., is among the new operators of venders in this section. Another newcomer is George Koosis, of Detroit, who is starting off with a whole route of machines.

Fort Worth

FORT WORTH, July 17.—It's hot in Texas and it's hot in Fort Worth—so operators are taking advantage of the temporary shutdown on tables to go fishing and take long-needed vacations.

Sid Johnson and family, as well as Johnnie Wilson and wife, have just returned from Galveston and Houston, where they spent a delightful week fishing and cruising. Johnnie and "Red" Johnson brought back a beautiful tan as well as the usual fish tales.

Ben McDonald left the operation of his machines in his capable assistant's hands and drove off to Colorado for a two weeks' vacation with his family.

Vacationing at the present time in Chicago and vicinity are Ernest Walker and his attractive wife and daughters. While in Chicago Ernest will be giving the various factories a lookover.

Big State Novelty Company, under the guidance of N. A. Nigro, has severed partnership with the Panther Novelty Company and is now located in new quarters at 13th and Taylor streets, this city. Nigro is centering his attention at the present time on phonographs and is giving some of the old-time phono ops a run for their locations with his new and up-to-the-minute equipment.

Fort Worth Operators' Association met June 29 and elected new officers as follows: J. W. (Dad) Johnson, president; Ben McDonald, vice-president, and Helen Savage, secretary and treasurer. An executive committee, consisting of Bob Martin, Leslie Frankrich and Jack Maloney, was also appointed by the new president.

Out-of-town operators are coming in, with the Frontier Fiesta the drawing power, so it seems. Guy Kincannon, M. A. Walker, Jack Sprott, H. W. Carpenter and T. H. Brown were among the well-known operators who have dropped by the Automatic Amusement Company while in Fort Worth.

Clayburn Lindley and Shell Barth, of the popular and young operating team of Lindley & Barth from San Angelo, were also recent visitors at the Automatic Amusement Company buying new equipment for their territory. Clayburn was enthused over his recent vacation trip to California, which was his first, but he hopes not his last.

Mills Ball Teams Still Undefeated

CHICAGO, July 17.—Some of the teams in the Mills Novelty Company's soft-ball league are going great guns these days, particularly the Production and C. S. M. clubs, who have battled their way into the quarter-finals of *The Chicago American* Soft-Ball Tournament.

So far this season no outside team has beaten a Mills Novelty team. "This is all the more impressive," says Grant Shay, "when it is considered that we have always made it a policy to challenge the best teams available. Just this week, for instance, we gave the Erie Railroad outfit quite a trimming."

Two picked teams have been selected from the 12 clubs which make up the Mills League to play a feature game at the company's annual picnic, to be held this year at the Mills Stadium August 14. Everyone at the plant is reported to be becoming quite excited over the "all-star" game and it should be a rare dish for those who like their soft-ball served up red hot.

The picnic, by the way, will be attended by approximately 6,000 persons. All the employees and their families, together with the various friends of the company, are expected to be on hand. Officials in charge of the affair are reported to be bending every effort to make it a huge success. This week they announced that all food and refreshments will be free, and that a varied program is being planned to assure everyone a real honest-to-goodness good time.

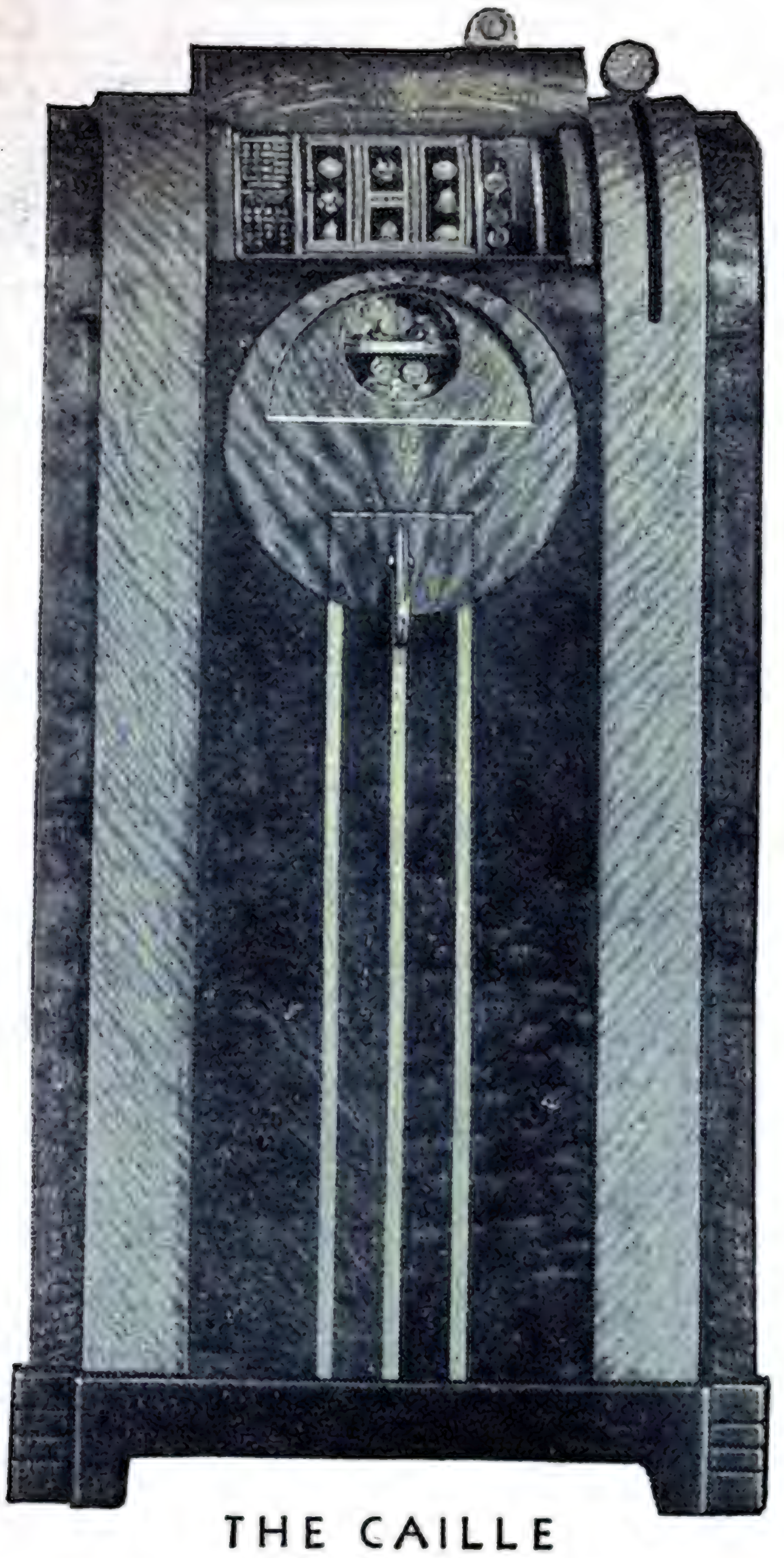
PERMO POINT
STANDARD
DOUBLE RIB
The Only Long-Life Phono Needle with the Patented Elliptical Point.
Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.
Endorsed By All Leading Manufacturer and Record Distributing Companies.
Standard for All Phonos. Double Ribbed for 1937 Models.
PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Il

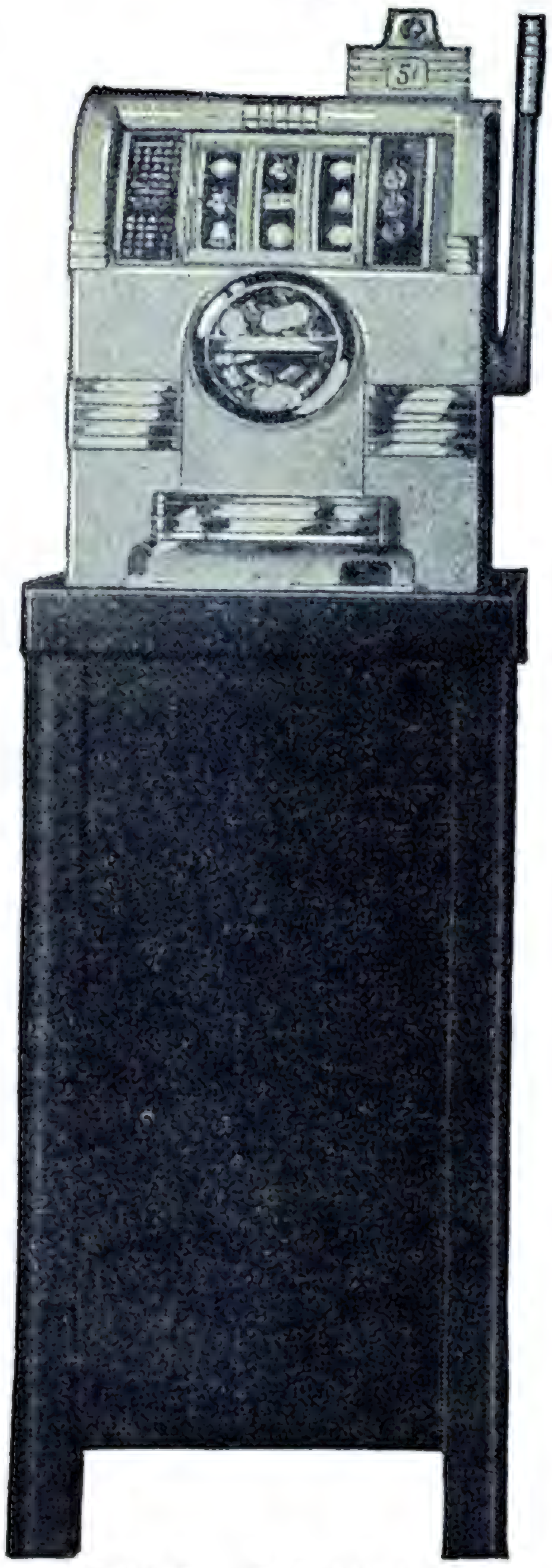
Cash in on the vogue for
SHEP FIELDS AND HIS RIPPLING RHYTHM
Exclusive on Blue Bird Records!
B-7015
The Merry-Go-Round Broke Down
That's When Your Heartaches Begin
The smartest coin machine money is being placed on Shep Fields and His Rippling Rhythm . . . and winning long odds! Blue Bird Records are warp-resisting . . . play longer.
VICTOR and BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Five Best Record Sellers for Week Ended July 19

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7015 — "Merry-Go-Round Broke Down" and "That's When Your Heartaches Begin." Shep Fields Rippling Rhythm Orchestra.	7913—"The Miller's Daughter, Marianne," and "Gone With the Wind." Horace Heidt Brigadiers.	1175 — "Sweet Leilani" and "Blue Hawaii." Bing Crosby.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	593 — "Congo" and "My Gal Mezzanine." Cab Calloway Orchestra.	25605—"Posin' " and "If You Ever Should Leave." Tommy Dorsey Clam Bake Seven.	3593—"Me, Myself and I" and "Without Your Love." Billie Holiday Orchestra.
2	B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra.	7916—"Hot Lips" and "Bells of St. Mary's." Horace Heidt Brigadiers.	1318 — "Merry-Go-Round Broke Down" and "I'll See You in My Dreams." Jimmie Lunceford Orchestra.	108 — "Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	580 — "Exactly Like You" and "On the Sunny Side of the Street." Don Redman Orchestra.	25570 — "Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3594 — "Merry-Go-Round Broke Down" and "You'll Never Go To Heaven." Henry (Red) Allen Orchestra.
3	B7051 — "You Know It All, Smarty," and "'Til the Clock Strikes Three." Shep Fields Rippling Rhythm Orchestra.	7917—"Yours and Mine" and "Sun Showers." Teddy Wilson Orchestra.	1319—"The Image of You" and "Where or When." Henry King Orchestra.	132—"You're My Desire" and "Back in Your Arms." Hudson - DeLange Orchestra.	586 — "Sailboat in the Moonlight," Johnny Hodges Orchestra, and "Manhattan Jam," Edgar Hayes Orchestra.	25608 — "You Know It All, Smarty," and "I'm Gonna Put You in Your Place." "Fats" Waller and his Rhythm.	3576 — "Casey Jones" and "Caravan." Eddie Stone Orchestra.
4	B7049 — "Gone With the Dawn" and "Having a Wonderful Time." Jolly Coburn Orchestra.	7910 — "Stop! You're Breaking My Heart" and "Whispers in the Dark." Music in Russ Morgan Manner.	1320 — "Sailboat in the Moonlight" and "Who'll Be the One This Summer?"	126 — "Merry Widow on a Spree" and "Dear, Dear, What Can the Matter Be?" Irving Mills Swyngphonic Orchestra.	568—"Can't You Hear That Mountain Music?" and "Good Mornin'." Frank Dailey Orchestra.	25611—"Born To Love" and "There Must Be Paint in the Sky." George Hamilton Music Box Music.	3587 — "Sweet Violets" and "Jim's Windy Mule." Sweet Violet Boys.
5	B6967 —"Sailboat in the Moonlight" and "He Walked Right In." Charlie Barnet Orchestra.	7906—"Yours and Mine" and "I'm Feelin' Like a Million." Jan Garber Orchestra.	1302 — "If You Ever Should Leave" and "Everyone's Wrong But Me." Ella Fitzgerald Savoy Eight.	103—"The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	594 — "Little Old Lady" and "Where's My Sweetie Hiding?" Johnny Williams Swing Sextette.	25616 —"Frankie and Johnnie" and "Mother Goose." Bunny Berigan Orchestra.	3557—"Here's to Good Old Whisky" and "Show Me the Way To Go Home." Frank Novak Rootin' Tootin' Boys.

CAILLE Sets a New Record for Money-making!


THE CAILLE CONSOLE


THE CAILLE COMMANDER

Get a Sample Machine and Prove It!

No matter how well satisfied you may be with what your coin machines are bringing in, you'll never know what real profits are until you get Caille Consoles and Caille Commanders on the job. Anywhere you place them, they'll set a record for money-making that no other machine can equal, bar none!

Those who have put these two "go-getting" machines to the test say that they have everything stopped a mile. Strikingly beautiful, they draw the crowds where others fail—and once a player finds how much more easily, smoothly and quietly a Caille operates, he will have nothing to do with any other machine.

Of course, the only way in which you can prove to yourself that Caille machines are top-notch money-makers is to actually put them out on locations. Order a sample of each and put it to the test! A single day's "take" will give you such a thrill that you won't sleep nights until you have a Caille on every last one of your locations!

CAILLE BROTHERS COMPANY

6200-6250 Second Blvd., Detroit, Michigan

Originators and Manufacturers of Coin-Operated Machines Since 1888.

Attention! Distributors!

A few choice territories available! Write!

MAIL COUPON

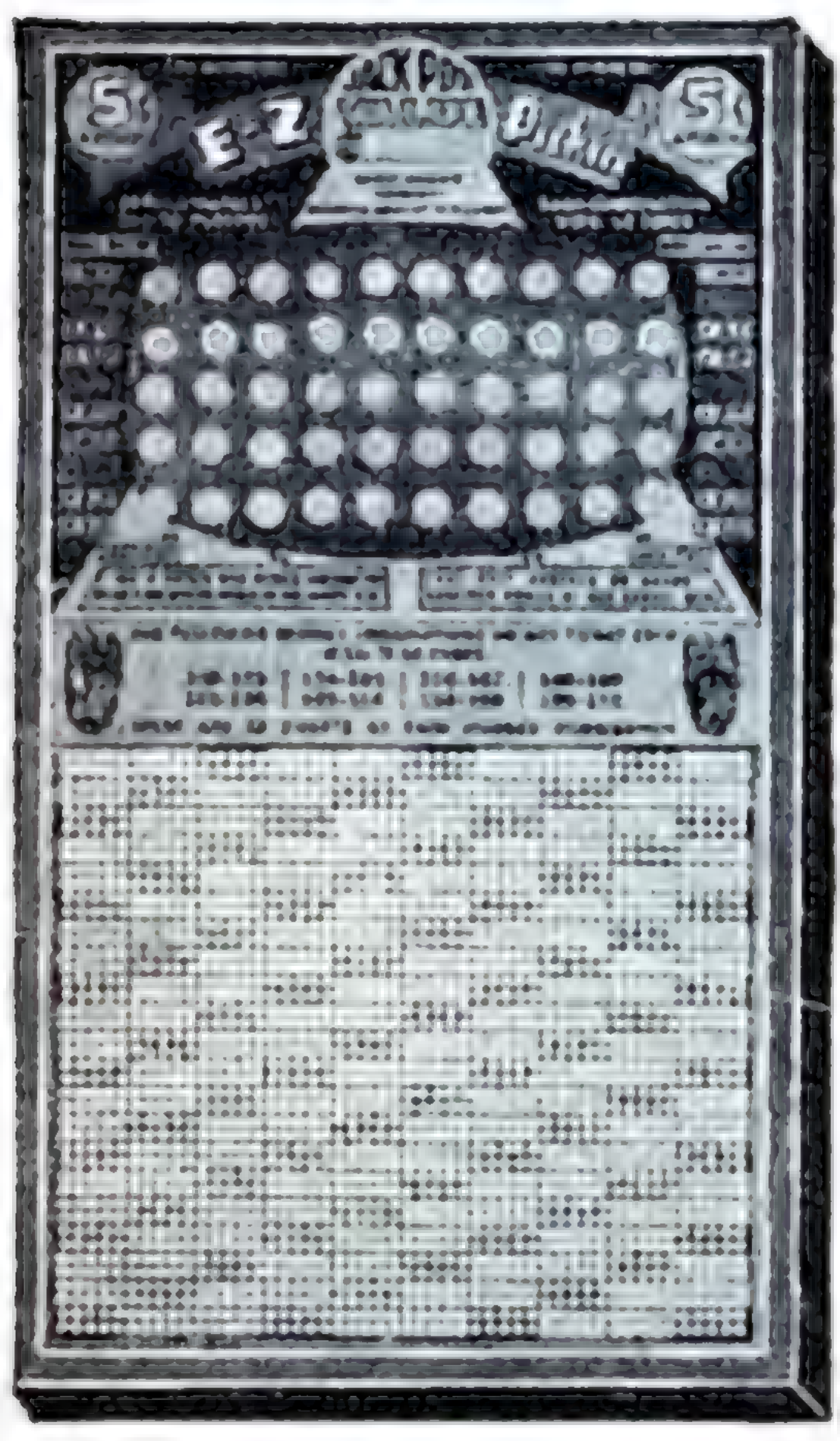
CAILLE BROTHERS COMPANY
6200-6250 Second Blvd.
Detroit, Michigan

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name ....

Address ....

City ....State ....



A GARDNER BOARD THAT'S GOING BIG!!

No. 2100EZFN (EZ Pickin)—9¾x17 in.		No. 2100EZN (EZ Pickin, 10c)—9¾x17 in.	
2100 Holes @ 5c.	$105.00	2100 Holes @ 10c.	$210.00
Pay Out	75.00	Pay Out	150.00
PROFIT	$30.00	PROFIT	$60.00

PRICE $4.58 PLUS 10% U. S. TAX.

WRITE FOR CATALOG—STATE YOUR BUSINESS.

GARDNER & CO.
2309 ARCHER AVE., CHICAGO, ILL.

1 FLOOR SAMPLE GRAND PRIZE	$60.00
5 BALLY BUMPERS, Each	25.00
1 BALLY SKIPPER	42.50
19 PACES RACES, 30 to 1 Payout, Refinished, Mechanically Perfect, Equipped with Heavy Duty Motor, Serials from 2600 to 3600. Each	225.00
1 EXHIBIT CHUCK-A-LETTE, 7 Slot, Floor Sample	$195.00
BLUE FRONTS, Light Cabinets, High Serials, 5c, 10c and 25c play. Each	69.50
30 TRI-O-PAKS, Each	12.00

One-third Deposit With Order, Balance C. O. D. Reference First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY
2310 TENTH AVENUE HICKORY, N. C.

Genco's Carnival Revives Memories

CHICAGO, July 17.—According to Dave Gensberg, official of Genco, Inc., the reason for the rapidity with which the country has taken to the firm's novelty release, Carnival, is not at once apparent.

As Gensberg put it: "The circus and the carnival are popular institutions and Carnival, our new game, has earned for itself a nation-wide acceptance. The game provides an unusual combination of bumper-spring and light-up action. It might take only one of the five balls to win an award for the player, inasmuch as a sufficient number of contacts might be made by one ball against a bumper spring whose number corresponds to the number of one of the scales on which the score is registered on the backboard. A colored button on the playing field is an added Genco touch which lends suspense to the play. If the button is contacted, odds and selections change.

"The backboard," he concluded, "shows five scales on which the score progreses in lights each time a ball strikes a bumper-spring numbered to correspond with the number of the scale. If a winning score is made on the scale whose number is lighted, awards are made according to the odds showing in lights along the bottom of the backboard."

Genco officials report that Carnival production has reached a point of several hundred games daily and that with the incessant demand for two previous Genco releases, Home Stretch and Auto Derby, the plant continues on an overtime schedule.

BARGAINS

BUMPER	$22.50
BALLY BOOSTER	35.00
GOTTLIEB BASE BALL	35.00
ROLL OVER	17.50
HI-DE-HO	17.50
FIRE BALL	25.00
FIRE CRACKER	25.00
RACK-'EM-UP	10.00

SOUTHERN AMUSEMENT CO.
319 UNION AVE., MEMPHIS, TENN.
Phone 5-2276.

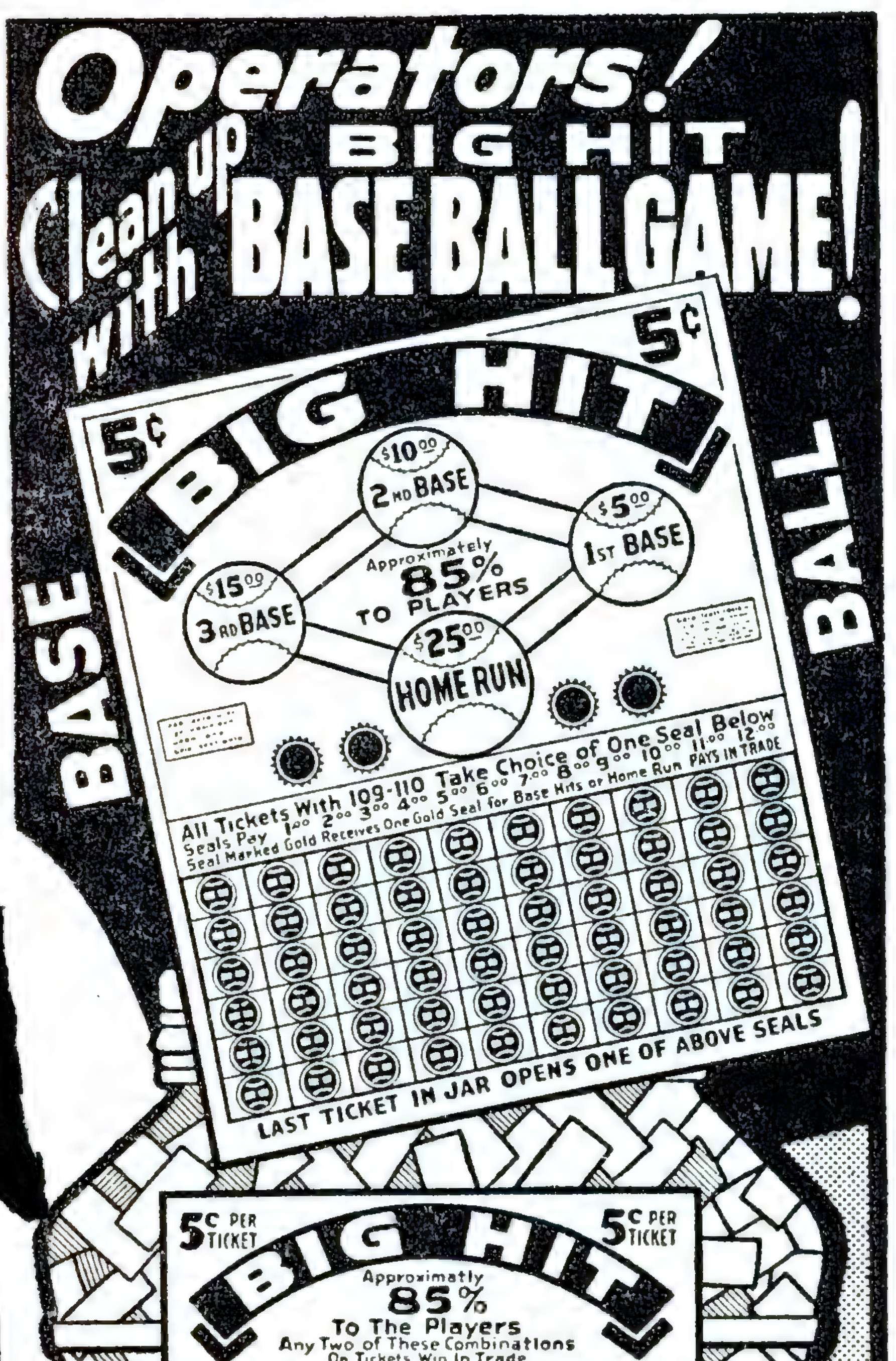
AUTOMATIC PIN GAMES

Velvet	$15.00	Broadway Angel	$65.00
Caliente	12.50	Bally Bonus	17.50
Jumbo, Tkt.	12.50		

Guaranteed — 1/3 With Orders.
W. B. NOVELTY CO.,
3800 N. Grand, St. Louis, Mo.

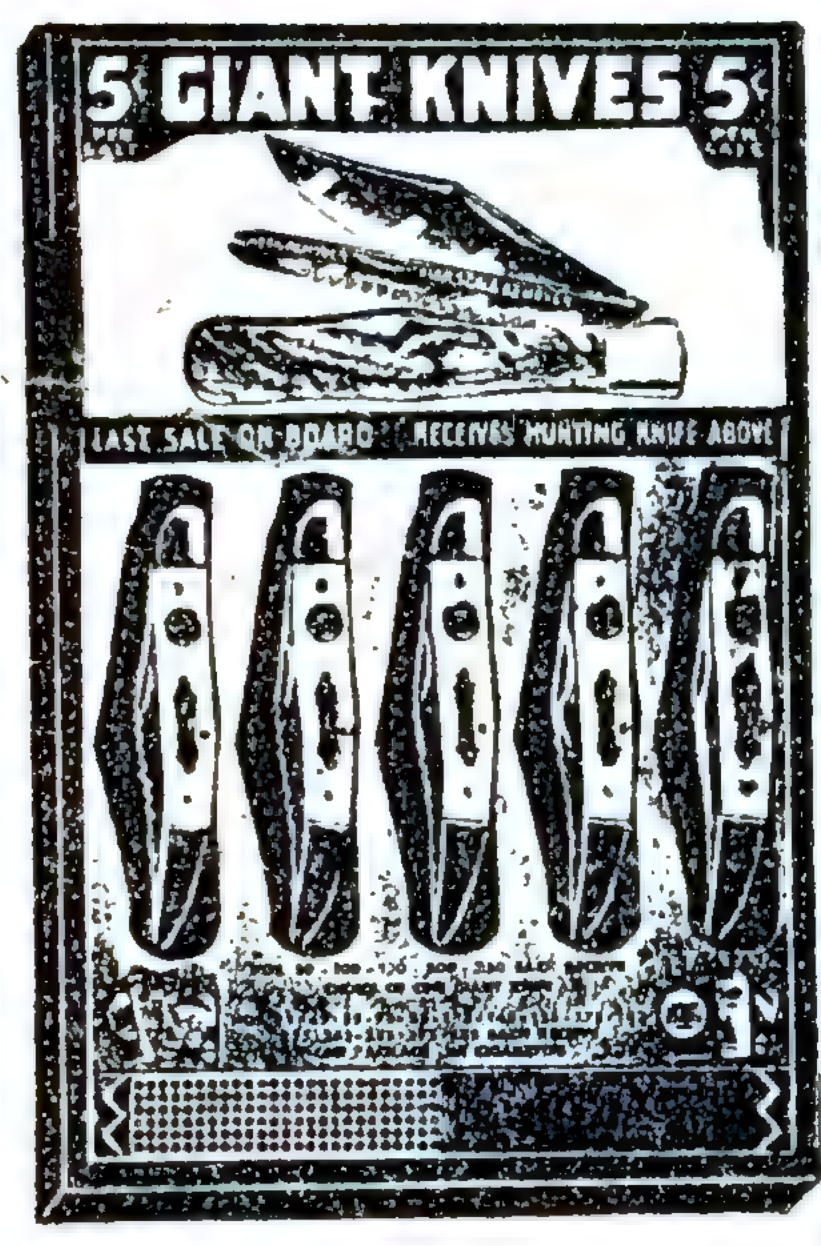
CENTER FOR
BARGAINS
RECONDITIONED AUTOMATIC
PAYOUT TABLES

Baffle Ball, Ace, Stampede, Gold Rush } $8.00 { Big Five, Jumbo, Monopolee
Sunshine Derby, Round-Up, Pamco Parlay, Dble. Score } $14.50 { Repeater, Peerless, Pamco Bells, Multiplay
Sunshine Baseball, All Star, Tycoon } $19.50 { McCoy Daily Races, Multiple
Fence Buster, Skill } $25.00 | Hi De Ho, CashPayout, Sweet 21 } $34.50
Skipper $32.00
Grand Prize $49.00
Carom $69,00
College Football ...., Derby Day .... } $59.00
Flying Duck $35.00
Marksman $65.00
Jungle Dodger $49.00
Reels 21 ....$ 5.50
1/3 Deposit, Balance C. O. D.
F. O. B. Milwaukee, Wis.
NEW GAMES—Get Our Prices!
21 COUNTER GAMES $6.50
MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.


Operators!
Clean up with
BIG HIT
BASE BALL GAME!
BASE
BALL
5¢
BIG HIT
5¢
$10.00
2ND BASE
$5.00
1ST BASE
$15.00
3RD BASE
Approximately 85% TO PLAYERS
$25.00
HOME RUN
All Tickets With 109-110 Take Choice of One Seal Below
LAST TICKET IN JAR OPENS ONE OF ABOVE SEALS
5¢ PER TICKET
BIG HIT
5¢ PER TICKET
Approximatly 85% To The Players
Any Two of These Combinations On Tickets Win In Trade
101-102
102-103
103-104
104-105
50c cents
105-106
106-107
107-108
108-109
All Tickets Having 109-110 Receive One Small Seal on Card
Last Ticket In Jar Receives One Small Seal
EACH COMBINATION REPEATES 12 TIMES IN JAR
REACH IN AND WIN

OPERATORS! DISTRIBUTORS!
Take in 2,280 Tickets @ 5c....$114.00
Average Payout 74.15
AVERAGE PROFIT ....$ 39.85
Winners from 50c to $25.00
A LIGHTNING DEAL!
Sample Deal $6. 25% Deposit with Order.
Write for Special Quantity Discounts.
SUPERIOR PRODUCTS CO.
502 Midland Bldg., St. Paul, Minn.

6 Large Assorted Pearl Colored FISHING & HUNTING KNIVES
$3.15 In Lots of 12
On 300-Hole 5c Board
Takes In $15.00
Pays Out 14 PKS. 15c Cigts. $2.10.
No. B-115. Sample $3.25, 12 Lots, Each $3.15
25% With Order, Balance C. O. D.
OPERATORS! Write Us for Prices on All the Latest Coin - Operated Counter Games. Our New Catalog Full of New 1-2-5c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
LEE-MOORE & CO.,
180-182 W. ADAMS ST., CHICAGO, ILL.


5 GIANT KNIVES 5
LAST SALE ON BOARD RECEIVES HUNTING KNIFE ABOVE

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Coinography

By "SMITTY"

When one woman talks about another there is usually trouble afoot. But when one man talks about another, well, it is generally good news. And so it is with Smitty, otherwise known as R. E. Smith, service veteran of the O. D. Jennings organization. Smitty has been in every State of the Union and knows practically every operator and jobber by his first name; knows their virtues and their faults, knows their families.

So when anyone in the trade wants dope on Joe Calcutt he can figure that the best place to get it would be from Smitty. This is what he will say concerning Calcutt:

"Yes," says Smitty, "I have known Joe Calcutt since way back—1920, in fact. Those were the days when coin machine operating was a lot different than it is today and those were the days when the big names that we know today were just on the way up.

"When I first called on Joe he was little more than a boy. He had started in the coin machine business as an operator and was running postcard venders and candy and gum venders. In strange contrast to Calcutt's mammoth establishment today, his first place of business was a tiny shop behind a poolroom.

"When I came to call on him that first day he was wearing sneakers and overalls. He made his daily rounds to service the vending machines with a white horse and buggy.

"Even at that early date it was Calcutt's fixed determination to some day become a big operator. In fact, that has always been Joe's idea—to keep on growing and expanding. Altho he never said so, I don't doubt but that he believes in that old saying: 'When you're green you're growing, and when you're ripe you're rotten.'

"Calcutt's address has always been Fayetteville, N. C., altho he has had a number of establishments in that city. It isn't proper to classify him as a plunger, because he isn't that, but on the other hand he has always been a big buyer and his judgment has been sound, as proved by his expansion over the years.

"Today Joe Calcutt is probably Fayetteville's leading citizen. This statement is direct from a Fayetteville banker. Joe has a splendid family and is probably the best telephone salesman in the business. About other jobbers it has been said that they are always on the job. In the case of Joe Calcutt this is more than true. Salesmen, manufacturers' representatives or operators find no need to write or wire that they are coming, because they know in advance that Joe will be at his desk on the day that they call.

"The Vending Machine Exchange occupies a two-story building about a half block long. In this building is housed a warehouse, repair shop and office. Arrangements are such that trucks can drive into the building. The office is air-conditioned for best efficiency.

"A peculiar arrangement in Joe's private office is the well-stocked refrigerator. Here a visitor can find any sort of a drink to please his palate. Joe will join you in a drink if you wish, but his strongest is Coca-Cola.

"Today his organization has over 100 men in the field as territorial representatives. It is interesting to compare this big organization with the boy in sneakers and overalls who started business in a back room. Joe Calcutt's story is the story of a small-town boy who stayed home and made good."

Babe Announces Opening

NEW YORK, July 17.—Babe Kaufman, who recently purchased an entire building in Atlantic Highlands, N. J., as her operating headquarters, will officially inaugurate the new quarters July 26.

Babe has made arrangements to have all her friends and location owners present at the party. She also expects some of the best known recording talent to be present. A souvenir will be given to all those attending.

Chi Coin Releases Two New Pin Games

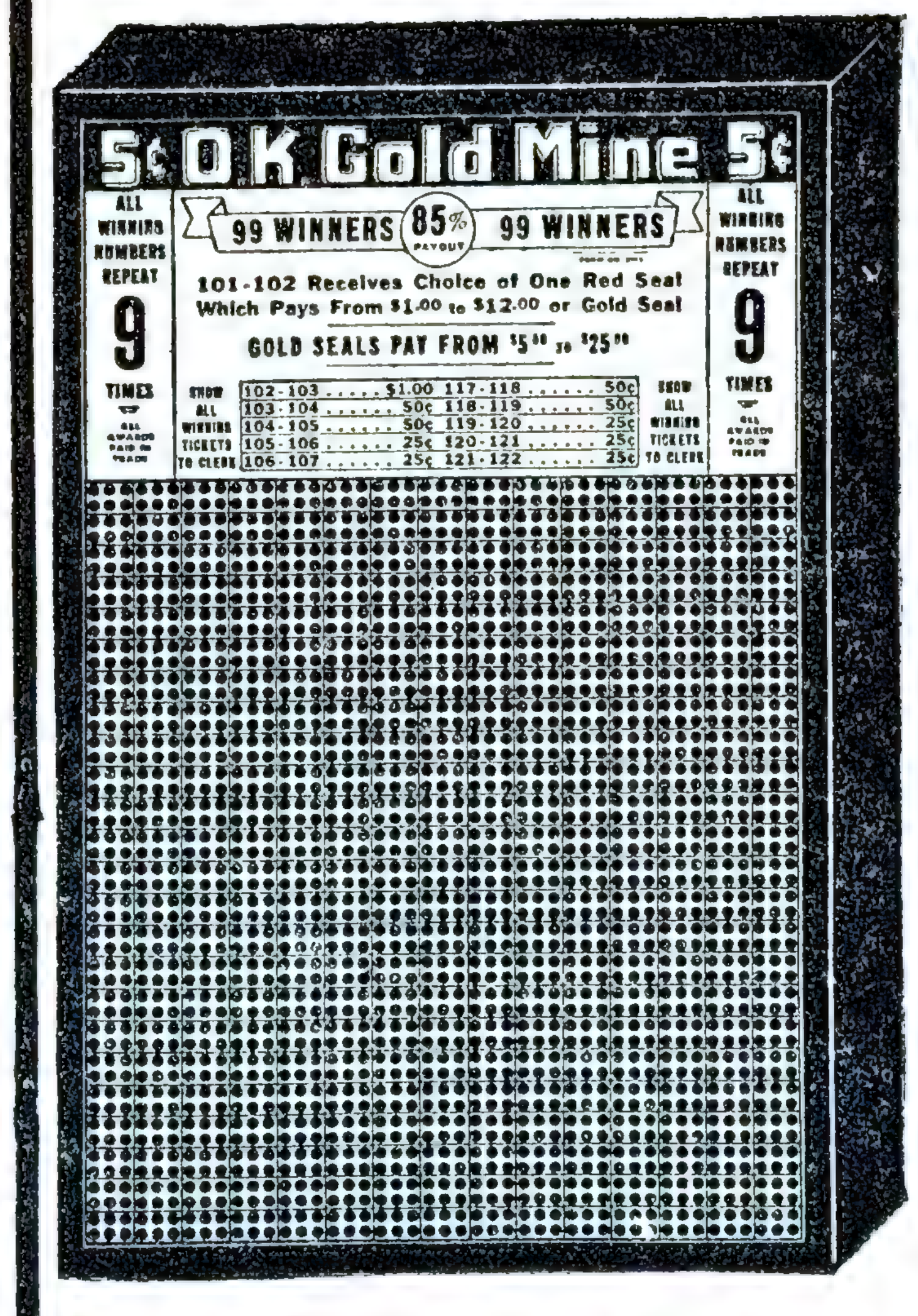
CHICAGO, July 17.—Sam Wolberg, Chicago Coin Manufacturing Company official, today announced the release of two new games, Turf Kings and Track Stars.

As the name implies, Turf Kings has a horse-racing motif, while Track Stars, drawing upon another popular sport, features foot racing. Outstanding among the innovations being presented in the games is the supersize backboards, reported to be the largest ever built for novelty games.

According to Wolberg, lightup and ball action surpass anything now existent on games of this type. A novel lightup action on the new-type backboard is considered to be one of the few developments in pin games which may be considered completely original, it is said.

Officials advise that location tests have brought a tremendous response from distributors and that advance orders forecast an unusually heavy production schedule. Further details of the game are to be revealed at an early date.

HERE'S THAT GOLD MINE
YOU'VE BEEN LOOKING FOR


5¢ O.K. Gold Mine 5¢
99 WINNERS 85% PAYOUT 99 WINNERS
ALL WINNING NUMBERS REPEAT 9 TIMES
101-102 Receives Choice of One Red Seal Which Pays From $1.00 to $12.00 or Gold Seal
GOLD SEALS PAY FROM $5.00 to $25.00

A
Fast
Clean
Deal
That
Pays
Big
Profits

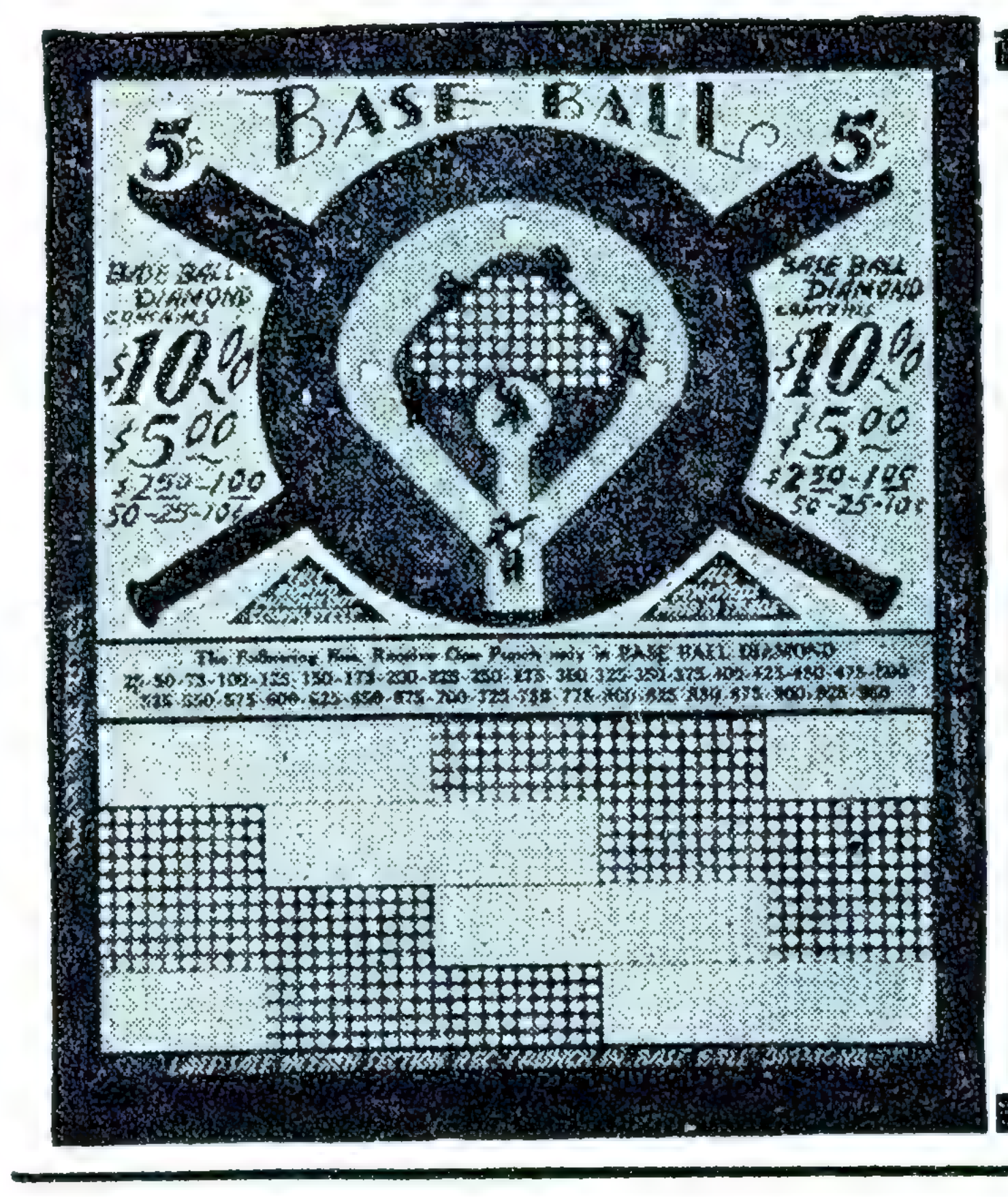
85% PAY OUT O.K. Gold Mine PAY OUT 85%
GOLD SEALS PAY
$25.00 $10.00 $5.00
Player Selecting Red Seal Marked Gold Seal Receives One Gold Seal
All Tickets Reading 101-102 Receive Choice of One Red Seal
RED SEALS PAY $1.00 TO $12.00 OR GOLD SEAL
THIS CARD TO BE DESTROYED WHEN ACCOMPANYING BOARD IS COMPLETED

Complete Deal Consists of One 2160 Hole Tip Combination Board and Seal Payout Card.

O. K. GOLD MINE
Takes in $108.00
Average Payout 71.46
Average Gross Profit ....$ 36.54

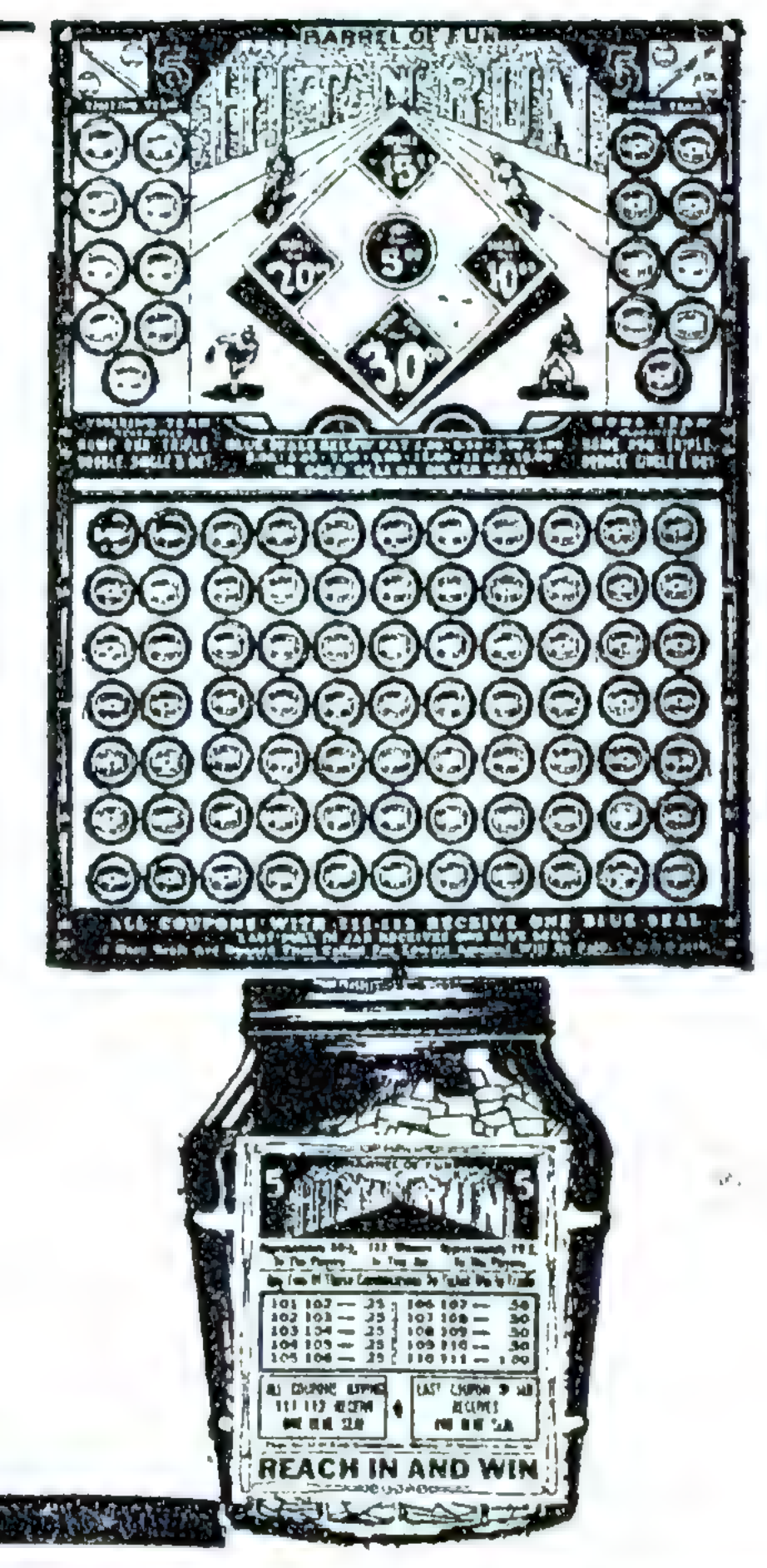
Strong, Durable Seal Card with Triple-Stitched "Peek-Proof" Seals. Its Flashy Finish and That Big Possible $25.00 Winner Will Pull the Play.

Write for Details of This and Many Other New Money-Making Deals Made Exclusively for Operators.
HARLICH MFG. CO. 1401-1417 W. Jackson Blvd., Chicago, Ill.

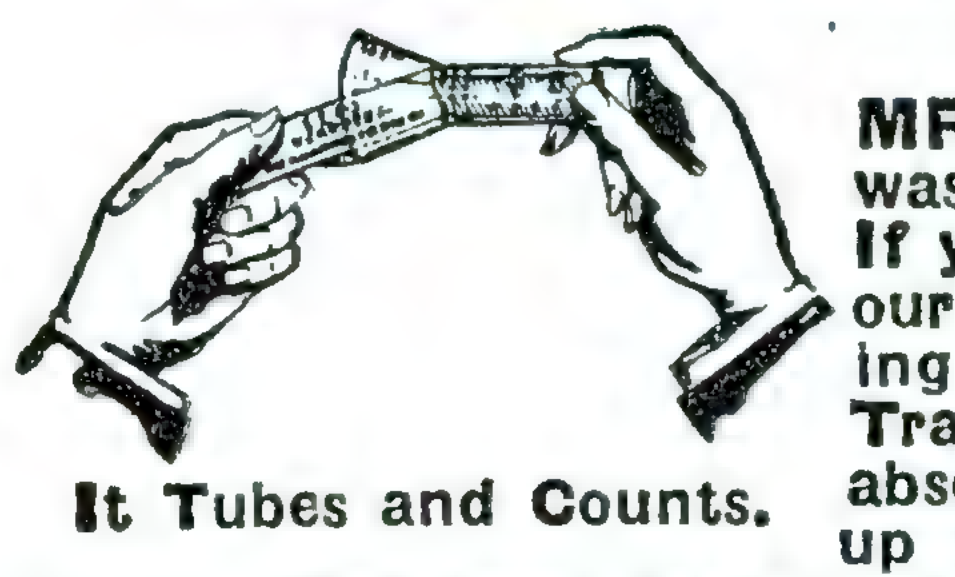

5¢ BASE BALL 5¢
BASE BALL DIAMOND CONTAINS $10.00 $5.00 $2.50-1.00 50-25-10¢

ANOTHER MONEY MAKER
You can't afford to be without this
BASE BALL BOARD
1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to $10.00.
Takes in $50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price $2.52 Plus 10% Tax
GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.

The Newest Baseball Sensation!
Barrel of Fun
HIT 'N RUN
The jar game that will get and keep locations at low cost per unit for operators. An attractive deal with a beautiful payout card. The payout card has 77 special metallic seals sewed on lower section which pays awards from $1,00 to $15.00. Visiting Team and Home Team seals have awards from $5.00 to $30.00.
133 Awards in All
Deal Takes in 2,280 @ 5c......$114.00
Pays Out (Average) 78.00
Profit (Average) $36.00
Operators Write for Particulars.
GAM SALES COMPANY
1319-21 S. ADAMS ST., *Manufacturers Only* PEORIA, ILLINOIS


BARREL OF FUN
HIT 'N RUN
5¢
20¢
10¢
30¢
REACH IN AND WIN

Slug Visible Slotted Coin Counter



It Tubes and Counts.
MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, $1.25 each, or $2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50
PENNIES
THE ACCURATE COIN COUNTER COMPANY
PATTON, PA.

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Patton, Pennsylvania

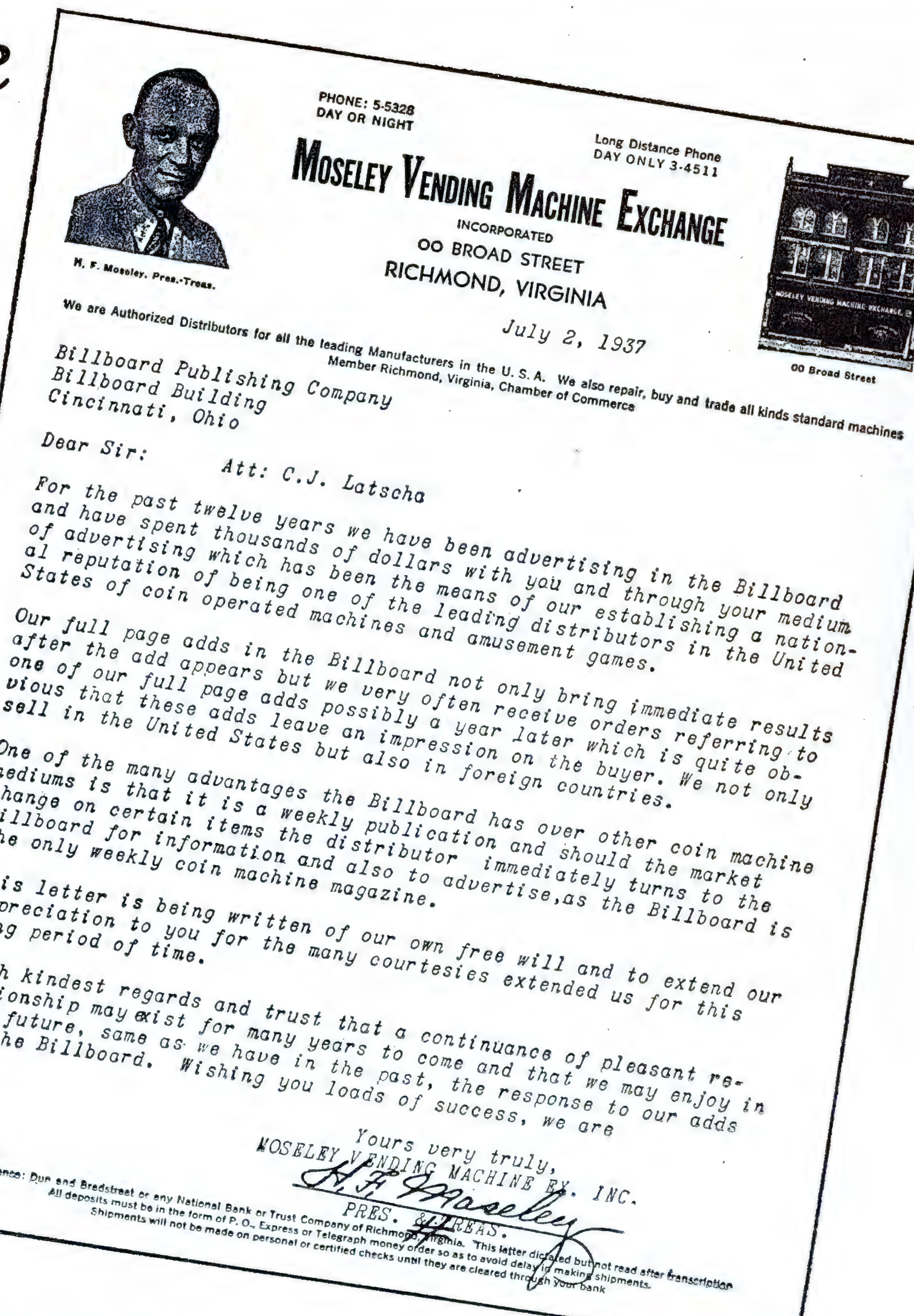
The Recognition, Prestige and Success of

MOSELEY VENDING MACHINE EXCHANGE, INC.

has been built up on

1. Consistent Advertising!
2. Dominating Advertisements!
3. Advertising in "The Only Weekly Coin Machine Publication"

The Billboard



PHONE: 5-5328
DAY OR NIGHT

Long Distance Phone
DAY ONLY 3-4511

MOSELEY VENDING MACHINE EXCHANGE
INCORPORATED
00 BROAD STREET
RICHMOND, VIRGINIA

H. F. Moseley, Pres.-Treas.

00 Broad Street

We are Authorized Distributors for all the leading Manufacturers in the U. S. A. We also repair, buy and trade all kinds standard machines
Member Richmond, Virginia, Chamber of Commerce

July 2, 1937

Billboard Publishing Company
Billboard Building
Cincinnati, Ohio

Dear Sir: Att: C.J. Latscha

For the past twelve years we have been advertising in the Billboard and have spent thousands of dollars with you and through your medium of advertising which has been the means of our establishing a national reputation of being one of the leading distributors in the United States of coin operated machines and amusement games.

Our full page adds in the Billboard not only bring immediate results after the add appears but we very often receive orders referring to one of our full page adds possibly a year later which is quite obvious that these adds leave an impression on the buyer. We not only sell in the United States but also in foreign countries.

One of the many advantages the Billboard has over other coin machine mediums is that it is a weekly publication and should the market change on certain items the distributor immediately turns to the Billboard for information and also to advertise,as the Billboard is the only weekly coin machine magazine.

This letter is being written of our own free will and to extend our appreciation to you for the many courtesies extended us for this long period of time.

With kindest regards and trust that a continuance of pleasant relationship may exist for many years to come and that we may enjoy in the future, same as we have in the past, the response to our adds in the Billboard. Wishing you loads of success, we are

Yours very truly,
MOSELEY VENDING MACHINE EX. INC.
H. F. Moseley
PRES. & TREAS.

HM/BR

Reference: Dun and Bradstreet or any National Bank or Trust Company of Richmond, Virginia. This letter dictated but not read after transcription
All deposits must be in the form of P. O., Express or Telegraph money order so as to avoid delay in making shipments.
Shipments will not be made on personal or certified checks until they are cleared through your bank

Regular Advertising in The Billboard Produces Best Results!

DeLUXe SALT WATER TAFFY

FLASHY CANDY PUT UP FOR DE LUXE

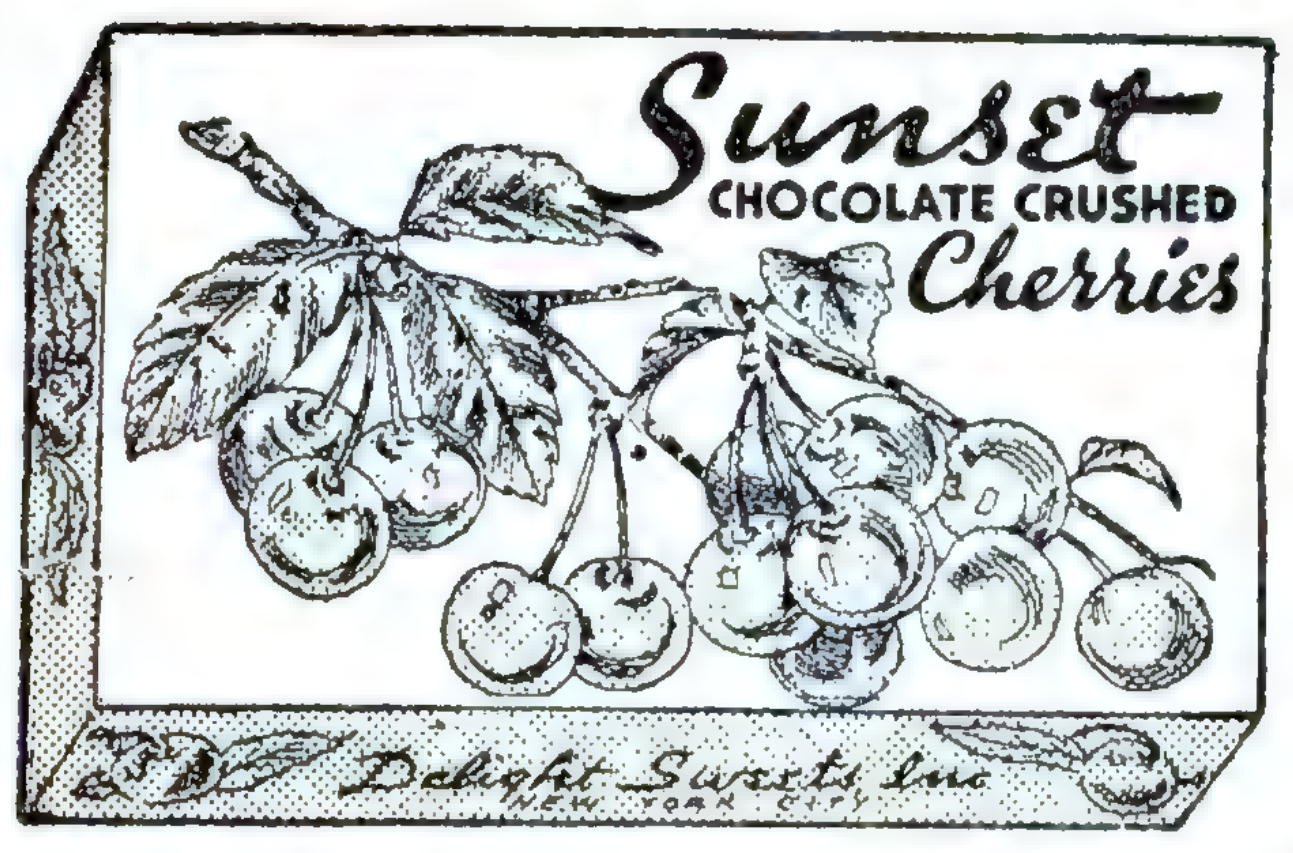
No. 3521—Taffy Kisses. Attractive cellophane wrapped box. 6 oz., size 4¼x9 inches. Packed 100 in carton. Each..... **$.06**

Something New

No. 3520—Candy Kisses. Shooting Gallery special. Size 2¾x5 inches. 250 Boxes, $2.75. 1,000 Boxes. **$10.00**

Write for our No. 31 Catalogue. Complete Line of Merchandise for Corn Games, Ball Games, Grind Stores, Novelty Stands, Etc. Premium-Advertising Specialties write.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN



CANDY CRUSHED CHERRIES
SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.

100 to carton—Per Carton $5.00

20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog.

DELIGHT SWEETS, Inc. 50 EAST 11th St, NEW YORK CITY

PAN-AMERICAN SHOWS WANT

Reliable General Agent with car that knows the South. Personal interview necessary. Want Shows. Will furnish outfits for Girl Revue and Single Pit Attractions. Can Place Talker-Manager for Colored Minstrel. Also Musicians and Performers for same. Want Acts for Circus Side Show and Performers for Hula Show. Want Man for Fun House. Concessions: Want Custard, Floss, Shooting Gallery, Scales, Mitt Camp and Legitimate Concessions all kinds. Slim Leesman Wants Agents for Wheels and Grind Stores and Girls for Ball Games. Good proposition for Cookhouse Manager with help. Fifty-fifty after nut. Want Show Painter that can letter. Address Kankakee, Ill., this week.

SPENCER & CLARK EXPOSITION SHOWS

Wanted for Firemen's and Legion Celebrations in Western Pennsylvania and Ohio for long season: Photo Gallery, Bingo, Ball Games, a few Grind Stores open, Shows with their own equipment. Can use one sensational Free Act. Wire, don't write.

C. D. (JACK) CLARK, Mgr.; SAM E. SPENCER, Treas.; Carnegie, Pa., July 19-24.

ROUTES——

(Continued from page 35)

Whitney, Palmer: (Baker) St. Charles, Ill., h.
Williams, George: (Craig Beach Park Ballroom) Diamond, O., p.
Williams, Griff: (Aragon) Chi, b.
Williams, Hod: (Wrightsville Beach) N. C., b.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Winston, Jack: (Bal Tabarin) San Francisco, nc.
Wintz, Julie: (Village Barn) NYC, nc.
Wood, Kitty: (Espana Club) Chi, nc.
Woods, Howard: (Hollywood) Kalamazoo, Mich., nc.
Woodward, Eddie: (White City) Chi, b.

(See ROUTES on page 84)

Woodworth, Julian: (Lido) Larchmont, N. Y., nc.

Z

Zelman, Rubin: (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

Brother Rat: (Biltmore) Los Angeles 19-24.
You Can't Take It With You: (Harris) Chi.

REPERTOIRE

Baxter-Leonard Players: Williamsburg, W. Va., 19-24.
Billroy's Comedians, Billy Wehle's: Kingston, N. Y., 21; Catskill 22; Oneonta 23; Cobleskill 24; Norwich 26.
Choate's Comedians: Anna, Ill., 19-24.
Ginnivan, Frank, Dramatic Co.: Payne, O., 19-24.
Ginnivan, Norma, Dramatic Co.: White Pigeon, Mich., 19-24.
Harris Road Show: Twin Valley, Minn., 19-24.
Hatcher Players: Decatur, Ia., 19-24.
Hugo Players: North Platte, Neb., 19-24.
Original Floating Theater: Tappahannock, Va., 19-24.
Rotnour Players: Phillips, Wis., 19-24.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Atlanta, Ga.
American Expo.: (Mardi Gras) Indianapolis, Ind.
American United: Helena, Mont.
Anderson-Srader: Mankato, Kan.; Downs 26-31.
Arena: Freeport, Pa.
Bach, O. J.: Keeseville, N. Y.
Bantly's All-American: Petrolia, Pa.; Glassport 26-31.
Barfield's Cosmopolitan: Bristol, Tenn.; Morristown 26-31.
Barker: Princeton, Ill.
Barkoot Bros.: Onaway, Mich., 19-21; Indian River 22-25; Mancelona 27-31.
Barnhart's Golden West: Moose Lake, Minn.; Foley 26-31.
Bazinet, Wm., & Sons: Park Falls, Wis.; Tomah Aug. 3-6.
Beckmann & Gerety: Racine, Wis.; Janesville 26-31.
Bee, F. H.: (Fair) Grayson, Ky.; (Fair) Harrodsburg 26-31.
Blue Light: Isle of Palms, S. C.
Blue Ribbon: Richmond, Ind.
Blue Ridge: Blackstar Mines, Harlan County, Ky.
Broadway Shows of Amer.: Man, W. Va., 19-24; Gary 26-31.
Brown Novelty: Montezuma, Ga.
Buck, O. C., Expo.: Syracuse, N. Y., 22-31.
Bullock: Marmet, W. Va.
Burdick's All-Texas: Rosebud, Tex.; (Fair) Riesel 26-31.
Byers & Beach: Columbia, Mo.
Byers Greater: Clarinda, Ia.; Canton, Mo., 26-31.
Capital City: Fowler, Ind.
Cetlin & Wilson: Philadelphia, Pa.
Christ United: Middleport, O.
Clint's Expo.: Confluence, Pa.
Coleman Bros.: Hartford, Conn.
Colley, J. J.: Ardmore, Okla.
Conklin's: (Exhn.) Lethbridge, Alta., Can., 19-21; (Exhn.) Red Deer 22-24; (Exhn.) Vegreville 22-24; (Exhn.) Vermilion 26-28.
Conley, R. W., Am. Co.: Triadelphia, W. Va.; Malvern, O., 26-31.
Corey Greater: Brockway, Pa.; Sheffield 26-31.
Crescent Am. Co.: Marshall, N. C.; Shelby 26-31.
Crowley's United: Sioux City, Ia.
Crystal Expo.: Kingsport, Tenn.; Norton, Va., 26-31.
Cumberland Valley: Jellico, Tenn.
Cunningham Expo.: Pomeroy, O.; Logan 26-31.
Curl, W. S.: Camden, O.; Piqua 26-31.

(See ROUTES on page 86)

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

FOR SALE, CHEAP

Portable Switchboard suitable for stage unit or for Free Act. Illumination with 6 dimmers, master switches, etc., built in small piano box. Also 6 1,000-watt hoods and standards. Several other hanging hoods and strip lights.

A Real Buy for Quick Sale, $150
—also—
1 Large Black Velour Cyke, $50.

FRED REETHS
704 No. 3d St., Sheboygan, Wisconsin.

IDEAL EXPOSITION SHOWS, Inc.

America's Newest and Most Modern Show

Can place at once and for balance of season, including twelve Fairs and Celebrations, commencing August 16 at Firemen's New York State Convention, Potsdam, N. Y., followed by Malone, N. Y., Fair; Watertown, N. Y., Fair; Staunton, Va., Fair; Lynchburg, Va., Fair; Charlotte, N. C., Disabled War Veterans' Celebration; Raleigh, N. C., American Legion Fall Festival; Dunn, N. C., Fair; Asheboro, N. C., Fair; Burlington, N. C., Fair; South Boston, Va., Fair; Statesville, N. C., Fair and four more pending until December 1.

Will book following Rides: Octopus, Double Loop-o-Plane, Mixup and Eight-Car Whip. Have opening for exclusive Cookhouse, also Grab Joint. Office will guarantee enough meal tickets for privilege. Have opening for exclusive Popcorn, Peanuts and Candy Apples and Long-Range Shooting Lead Gallery.

All Game Concessions open, no exclusive; Wheels, Grind Stores, Palmistry, Ball Games, etc. Can use Talkers and Girls for Follies Show. Write or wire WILLIAM GLICK, Manager, week July 16, Fulton, N. Y.; First Show in Four Years. Week July 26, Herkimer, N. Y.

DELAWARE STATE FAIR

HARRINGTON, DEL., WEEK JULY 26

Want Double Loop-o-Plane, Eight-Car Whip or any Grind Shows that don't conflict. Can place Eating and Drinking Stands of all kinds, and Legitimate Game Concessions only. Chas. Cohen wants Bingo Caller, those known to him given preference. Address

CETLIN & WILSON SHOWS, Inc., this week,
Elmwood Ave., Philadelphia, Pa.

JOYLAND SHOWS WANT

For Circuit of 9 Michigan Fairs, Starting August 1. Maiden Territory for Motordrome, attractive proposition for any good Money-Getting Show that does not conflict. Can use Wild West, Fun House. Good opening for Wild Animal Show. Want Legitimate Concessions of all kinds, no exclusives except Corn Game, Popcorn, Erie Diggers, Candy Floss and Photo Gallery. Positively no Grift wanted. Wire what you have. Pontiac, Mich., week of July 19. JOYLAND SHOWS, Roscoe T. Wade, Mgr.

CRYSTAL EXPOSITION SHOWS

Kingsport, Tenn., this week; Norton, Va., next week. Can place at once, Acts for Side Show, salary paid from office; also Ride Help and Ride Foreman for Ferris Wheel, Loop-o-Plane and Merry-Go-Round. Can place few more Concessions that work for stock. Can also place any Show of Merit. Address W. J. BUNTS, Manager, as per route.

BARFIELD'S COSMOPOLITAN SHOWS

CONTRACTED IN SOME OF THE BEST PAYROLL TOWNS IN EAST TENNESSEE. BRISTOL, TENN., THIS WEEK; MORRISTOWN, RIGHT IN TOWN; THEN ERWIN, TENN. WONDERFUL LOCATION FOR AMERICAN LEGION CELEGRATION, WEEK AUGUST 2, BIG RAILROAD PAYDAY.

WANT a few more Grind Stock Concessions, Grind Shows, also Loop-o-Plane. Will furnish complete Side Show Outfit for party capable of producing show. WANT Colored Musicians and Performers. Address Bristol, Tenn., this week; Morristown Tenn., and Erwin, Tenn., to follow.

FOR SALE COMPLETE SIDE SHOW TENT

Canopy Style, 145x20 feet; used one season. One Female Chimp, four years old, wears clothes, partly trained, weighs about 40 pounds; gentle. Address **TED METZ, CARE TOM MIX CIRCUS**

Pulaski, Va., July 20; Roanoke, 21; Lexington, 22; Harrisonburg, 23; Winchester, 24.

When Writing to Advertisers Mention The Billboard.

Ponser's Progress Brings Expansion

NEW YORK, July 19.—"We're going up and the sky's the limit," was Sales Manager Bert Lane's comment on the larger new quarters of the George Ponser Company at 31 W. 60th street here. "Every operator in New York and vicinity knows that the Ponser name behind any coin-operated device means that it has been location-tested over and over again. Because we go out of our way to make our customers our friends they have responded so generously with their business that we are forced to seek more space to accommodate them."

GEORGE PONSER

Ponser's new quarters are equipped to meet operators' and jobbers' needs from all conceivable angles. There will be a large stock of the latest games available at all times. An expert repair department and ample trade-in facilities will help keep everybody happy.

Among the new members on Ponser's staff are Eddie Lane, versatile brother of Bert Lane, who is reported to be doing a bang-up job as advertising manager; Leo Simon, formerly with the Supreme Vending Company, who now supervises the Ponser exports; Sol Silverstein, recognized as one of the most experienced and able "all around" men in the industry, and Milton Norton, who has gone out to New England to make that region Ponser-conscious.

Says George Ponser, president: "We've helped ourselves by helping others make money. We can stay in business only as long as we continue this policy . . . and we hope to be here for a long time."

Court Reopens Boardwalk Games

WILDWOOD, N. J., July 17.—Out of 32 boardwalk concessioners summarily closed last week by order of the mayor as skill games, chance games or raffles, 26 were given the word to reopen by New Jersey Chancery Court, granting an injunction to restrain the county authorities from closing the stands. Among the games given court sanction to remain in business were the bagatelle boards and all similar amusement machines.

Anthony J. Cafiero, counsel for the game operators, presented their cases to Vice-Chancellor F. Frank Foy, arguing that none came under the legal classification of gambling. However, he emphatically refused to act until Cafiero eliminated the names of six places which admittedly were either bingo games, monkey speedway or chances on autos, granting a blanket whitewash for all others, which included the amusement machines.

BIRTHS—

(Continued from page 74)

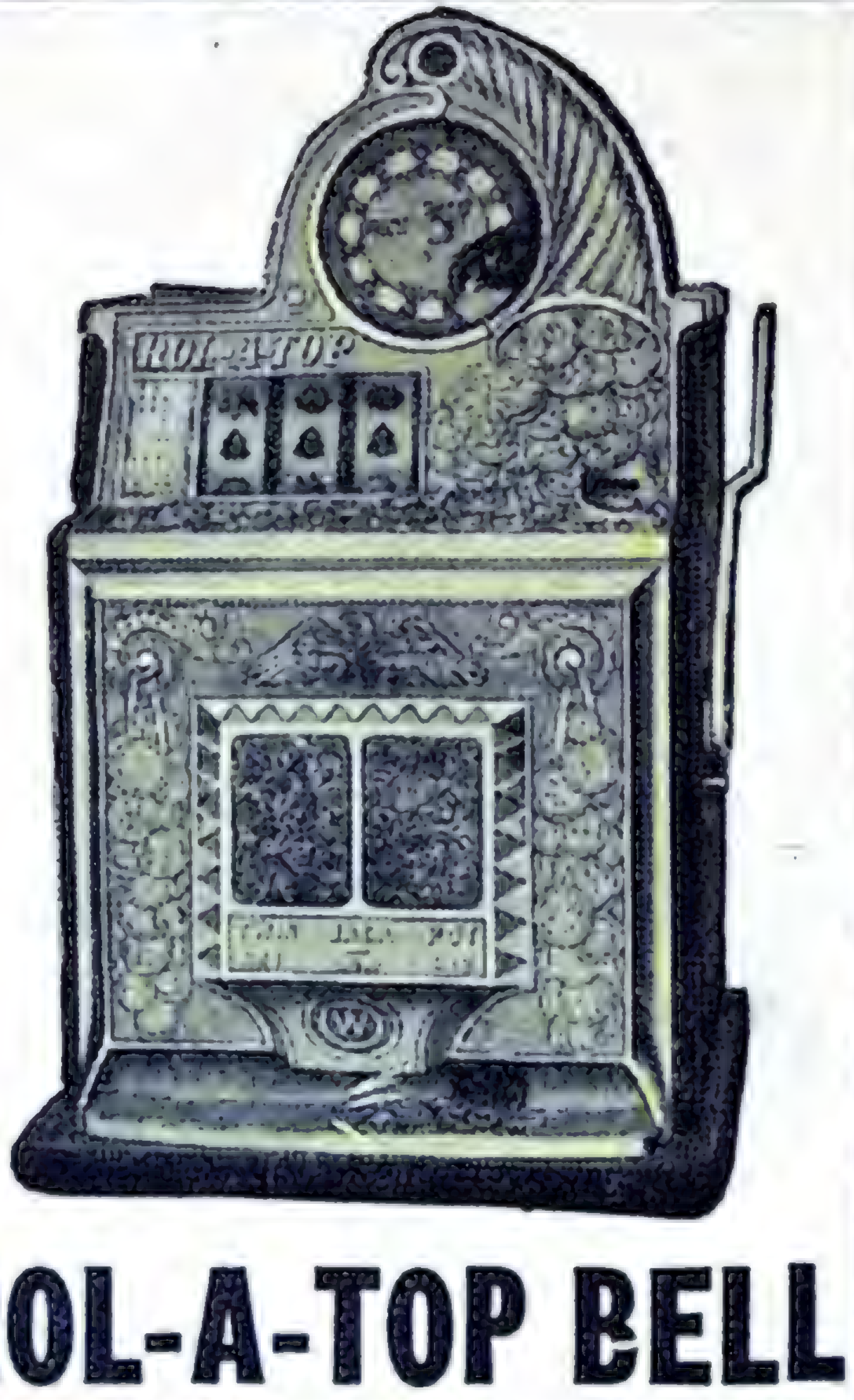
is music master of WXYZ, Detroit, and the Michigan radio network.

A son to Mr. and Mrs. Edward Eliscu July 14 at Women's Hospital, New York. Father is a screen writer and playwright.

Divorces

Katherine Konie, singer, from Stanley Konie in Chicago July 13.

Mary McCormic, of opera fame, from Homer V. Johanssen July 14 in Chicago.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLumbus 2770.
Cable address "WATLINGITE," Chicago.

BALLY PAYOUT TABLES

IN STOCK

NEW GOLDEN WHEEL, Plain; NEW GOLDEN WHEEL, Ticket; NEW LATONIA WHEEL, Stoner Ticket.

USED PAYOUTS

Skipper, $35.00; Big Casino, $15.00; Kingfish, $10.00; New Multiplay Ticket, $35.00; Peerless, $15.00; Stampede, $10.00; Bally Challenger, Ticket, $17.50; Round Up, Ticket, $20.00; New Grand Slam, $40.00; Multiplay, Ticket, $25.00; Jumbo, $15.00. Write for Price List on New and Second-Hand Machines.

K. C. VENDING CO.
415 Market Street, Philadelphia, Pa.

WANTED

Experienced, sober, reliable Ride Foreman and Help. Top salary. Out to November 15. No brass, pay in full weekly. Draw every night. Must drive tractor. Robert, who worked for Cobb on Merry-Go-Round, wire me. Ned Dobbins and Earl Adams wire.

AL G. HODGE SHOWS, INC.
Petoskey, Mich., this week; L'Anse, Mich., week 26.

GIRLS

WANTED TO JOIN AT ONCE

Oriental, Strip Tease, Fan and Bubble Dancers, Blues Singer, Sister Team, Chorus and Posing Girls. Also can place Talker and Piano Accordion Player. Address

RALPH DECKER
Mighty Sheesley Midway, Milwaukee, Wis., this week; then Fairs.

ORANGE STATE SHOWS WANT

Cookhouse to join on wire, Loop-o-Plane or Flat Ride, Legitimate Concessions. Useful Show People. English, W. Va., this week; Vivian, W. Va., week July 26.

GEORGE PONSER CO.

HAS MOVED ITS NEW YORK OFFICES TO

31 WEST 60 TH ST.

TEL.: CIRCLE 6-6651

To serve the Operator Better

LARGER QUARTERS

STOCK ON HAND *at* ALL TIMES

COMPLETE PARTS DEPT.

FULLY EQUIPPED REPAIR DEPT.

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DISTRIBUTORS FOR: CHICAGO COIN, EVANS, GENCO, GOTTLIEB, KEENEY, PACE, PACIFIC, WESTERN.

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NEWARK
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900 North Franklin
MARket 2656

BROOKLYN
1435 Bedford Ave.
MAin 2-1297

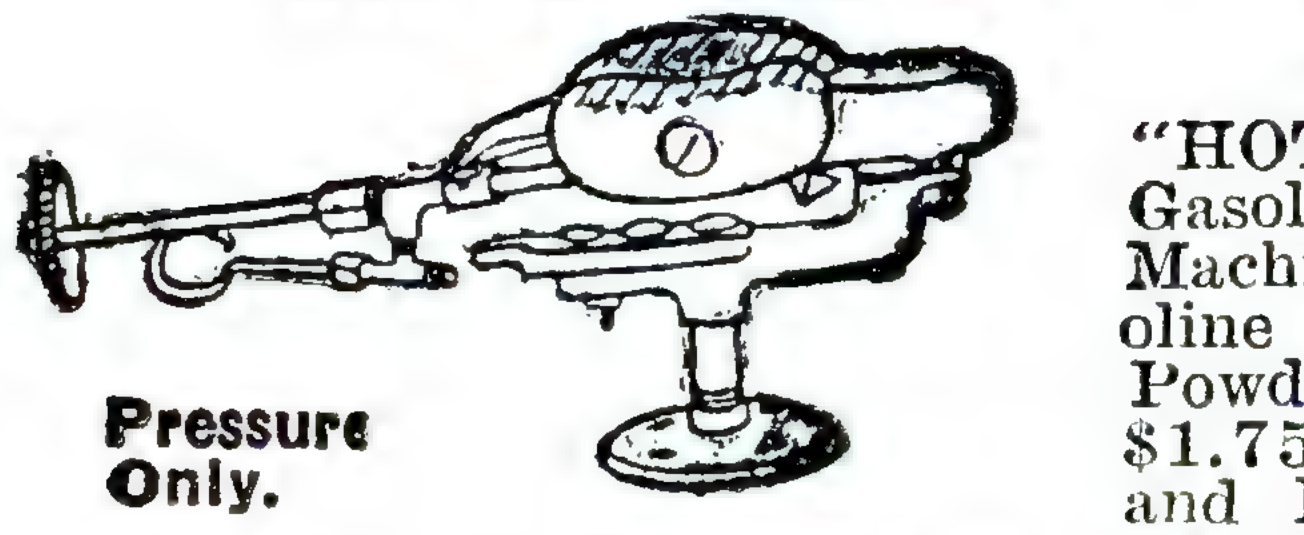
POP CORN

South American Large Yellow Pop Corn. New Crop. Per 100 Pounds..$6.75
Yellow Pearl Pop Corn. New Crop. Per 100 Pounds................ 6.50
In 5-Bag Lots at a Time, 25c Per 100 Pounds Less.

We have just purchased several thousand bags of New Crop Corn, the finest quality we have had in last ten years. A trial order will convince you. Samples sent on request. Prices are f.o.b. Dallas. Terms are 25% deposit with order, balance C. O. D.

SOUTHERN PREMIUM MFG. CO.
Commerce, at Ash Lane, DALLAS, TEXAS.

URN BURNERS



Pressure Only.

No. 56—3" Burner	$2.95
No. 04—4" Burner	4.25
No. 08—6" Burner	5.95
Hollow Wire, per ft.	.05
Connections brazed on	.10
Tees for Hollow Wire	.20
Juice Bowls, 5 gal.	4.95
Circus Lemonade Glasses, 8 oz., doz.	3.95

COOK HOUSE MEN !

BUY AT WAXHAM'S AND BE SURE

"HOT DOG" Griddles and Complete Griddle Stoves, Gasoline Burners for Griddles, Coffee Urns, Pop-corn Machines, etc. Also Tanks, Pumps, Hollow Wire, Gasoline Lanterns, Macaroon Dip Waffle Outfits, etc. Juice Powders, Lemon and Orange Flavors, 60 gal. size, $1.75. Candy Apple Sticks and Color, Oil of Orange and Lemon; also Color. We do REPAIRING, also BUILD SPECIAL EQUIPMENT to order as large Bake Ovens, Special Griddle Stoves, etc. Order Direct from this Advt., or write for Catalog. TERMS: Cash with Order, or 1/3 Cash, Bal. C. O. D. 90% of orders filled day received.

WAXHAM LIGHT COMPANY
517 West 42d St., NEW YORK CITY.
Telephone Med. 3-5686.

3 gal. tank, 7x18.	$5.95
6 gal. tank, 9x20.	6.50
10 gal. tank, 12x26,	7.95
GRIDDLES—All Sizes.	
18x36 Griddle	8.95
Citric Acid, lb.....	.55

BROWN NOVELTY SHOWS WANT

FOR ADEL, GA., TOBACCO FESTIVAL, JULY 26; VIDALIA, GA., TOBACCO FESTIVAL, AUGUST 2; HAHIRA, GA., AUGUST 9; NASHVILLE, GA., AUGUST 16; BLACKSHEAR, GA., AUGUST 23. TOBACCO MARKETS, WITH GOOD CROPS, AND GOOD ROUTE OF FAIRS TO FOLLOW.

Small Grind Shows with own outfits, Double Loop-o-Plane, Octopus or Tilt-a-Whirl. Grind Stores using Stock only. Capable Cook House and Grab Help, experienced Picture Machine Operator. Corporal Martin write or wire ART HINNANT. CAN USE Ball Game and Grind Store Agents. Week July 19, Montezuma, Ga.; then as per route. **F. Z. VASCHE, Mgr.** P. S.—Can use good Kiddie Ride.

LAST CALL

FOR THE BIG ONE—MANVILLE'S SILVER JUBILEE

JULY 26 TO AUGUST 1, SEVEN BIG DAYS AND NIGHTS, INCLUDING SUNDAY

Want few more Concessions, Kiddie Rides, one or two good Shows, Demonstrators for Auto and Exposition Tent. Big Rides and Acts booked. Celebration located Main St., heart of town. Streets decorated, special events daily, advertised for miles. Address H. WOLFE, 38 South Main St., Manville, N. J.

ROUTES—

(Continued from page 84)

De Luxe Shows of Amer.: Middletown, N. Y.; Poughkeepsie 26-31.
Dick's Paramount: Laconia, N. H.
Dixie Belle: Owensboro, Ky.; (Fair) Rockport, Ind., 26-31.
Dodson's World's Fair: Monessen, Pa.; Warren, O., 26-31.
Douglas Greater: Renton, Wash.
Dyer's Greater: Osseo, Wis.
E. J. C.: Foam Lake, Sask., Can., 21-22; Humboldt 23-24; Tisdale 26-28.
Edwards, J. R., Attrs.: Rittman, O.; Zanesville 26-31.
Elite Expo.: Hiawatha, Kan.
Ellman: Tomahawk, Wis.
Endy Bros.: Roseta, Pa.
Eureka: Kingston, N. Y.; Phoenicia 26-31.
Evangeline: North Little Rock, Ark.; De Witt 26-31.
F. & M. Am. Co.: Millersburg, Pa.
Fairly-Martone: Langdon, N. D., 19-21; Hamilton 22-24.
Frisk Greater: Young America, Minn., 20-25.
Gibbs, W. A.: Nebraska City, Neb.
Gold Medal: E. Moline, Ill.
Golden State: Boyes Springs, Calif., 20-25; Woodland 27-Aug. 2.
Gooding Greater, No. 1: (Fair) Columbus, Ind.
Gooding Greater, No. 2: Pleasant Ridge, Cincinnati, O.
Gooding, F. E., Am. Co. (rides): (Centennial) Muskegon, Mich., 19-31.
Goodman Wonder: Bismarck, N. D.
Graham, Hal: Goldfield, Ia.
Great White Way: Grover Hill, O.
Greater Expo.: Lansing, Mich.; Flint 26-31.
Greater United: Eldorado, Kan.
Greater Western: Clyde, Kan.
[illegible]
Gruberg's World's Expo.: St. Albans, Vt.; Massena, N. Y., 26-31.
Hames, Bill: Leonard, Tex.; McKinney 25-31.
Hansen, Al C.: Brookfield, Mo.; St. Joseph 26-31.
Happy Attrs.: South Zanesville, O.
Happy Days: (Fair) Golconda, Ill.; Herrin 26-31.
Happyland: Dearborn, Mich., 19-25.
Harris: Arcadia, Ind.
Heller's Acme: Cortland, N. Y.; Dickson City, Pa., 26-31.
Henke Bros.: (Third Ward) Milwaukee, Wis., 19-25.
Hennies Bros.: Appleton, Wis.; Racine 26-Aug. 1.
Heth, L. J.: Metropolis, Ill.; (Fair) Harrisburg 26-31.
Hilderbrand's United: Wenatchee, Wash.; Clarkston 26-31.
Hine Am. Co.: Browerville, Minn.
Hodge, Al G.: Petoskey, Mich.; L'Anse 26-31.
Hoffner Am. Co.: Abingdon, Ill., 19-21.
Honest Bert's: Lone Tree, Ia.
Howard Bros.: Washington, Pa.; Byesville, O., 26-31.
Hughey Bros.: Manito, Ill.; New Berlin 26-31.
Hurst, Bob: Gunter, Tex.; Granbury 26-31.
Hyde, Eric B.: Shelbyville, Ind.
Imperial: Cicero, Ill., 19-25; (Fair) Darlington, Wis., 27-31.
Jacobs: Morenci, Mich.
Jones, Johnny J., Expo.: Danville, Ill.; (Fair) Salem 26-31.
Joyland: Pontiac, Mich.
K. G. Am. Co.: Eagle Grove, Ia.
Kaus United: Lewiston, Me.; Haverhill, Mass., 26-31.
Kaus United No. 2: (Baltimore & Catherine sts.) Baltimore, Md.
Keystone: Franklin, Pa.
Lagasse Am. Co.: Haverhill, Mass.; Lawrence 26-31.
Landes, J. L.: Council Bluffs, Ia.; Columbus, Neb., 26-31.
Lang, Dee, Famous: Crookston, Minn., 18-21; Mahnomen 22-25.
Lawrence, Sam: Elizabethtown, Pa.
Lewis, Art: Barre, Vt.; Montreal, Can., 26-Aug. 8.
Liberty National: Providence, Ky.
McClellan: Eldorado, Ill.
McKee Am. Co.: (Fair) Green, Kan.
Majestic Expo.: Galion, O.
Malarkey, W. S.: Owego, N. Y.
Marks: Scranton, Pa.; Kingston 26-31.
Marshfield Attrs.: (Fair) English, Ind.; (Fair) Spencer 26-31.
Meyerhoff Crescent Canadian: Prince Rupert, B. C., Can., 26-31.
Middleton, Karl: Bolivar, N. Y.; Eldred, Pa., 26-31.
Midwest: Mobridge, S. D., 22-24; Isabel 26-28; Dupree 29-31.
Miller Bros.: South Beloit, Ill.
Miller, Ralph, Amusements: Vandalia, Ill.; (Fair) Sparta 26-31.
Miner Model: (Fair) Kimberton, Pa.
Miner Model, No. 2: New Hope, Pa.
Model: Nicholasville, Ky.; (Fair) Mt. Sterling 26-31.
Modernistic: Philipsburg, Pa.
Naill, C. W.: Homer, La.
New England: Hoosick Falls, N. Y.
Orange State: English, W. Va.; Vivian 26-31.
Page, J. J.: Noblesville, Ind.
Pan-American: Kankakee, Ill.
Patrick: Moscow, Ida.
Pearson: Paris, Ill.
[illegible]
Pollie & Kenosian: Owosso, Mich.
Ray's Am. Co.: Orr, Minn.
Reading's United: Humboldt, Tenn.
Regal United: Brownville, Neb., 23-25; Shubert 28-30.
Reid Greater: Jacksonville Beach, Fla.
Rogers & Powell: Reyno, Ark.
Royal American: (Exhn.) Saskatoon, Sask., Can. (Exhn.) Regina 26-31.
Royal Palm: Olney, Ill.
Rubin & Cherry Expo.: Wausau, Wis.
Sheesley Midway: (2d & Capitol) Milwaukee, Wis.
Shugart, Dr.: Coalgate, Okla.
Siebrand Bros.: Glasgow, Mont., 18-22; Lewistown 25-31.
Silver State: Hamilton, Mont.
Sims: Haileybury, Ont., Can.
Smith Greater Atlantic: Fairfax, Va.
Snapp Bros.: Wisconsin Dells, Wis., 20-22.
Sol's Liberty: Kenosha, Wis.
Sparks, J. F.: Fostoria, O.
[illegible]
Spencer, C. L.: Clinton, Ind.

CONCESSIONS WANTED

MERCHANTS' CELEBRATION

SOUTH PARSONS AVE., COLUMBUS, O., July 26 to 31, Inclusive

Some choice locations still available for Legitimate Concessions. This will be an outstanding event. The whole south side of Columbus is behind it. Concessions already engaged contact me immediately for final arrangements. Address inquiries **F. E. GOODING, Box 386, Columbus, Ohio.**

Crescent Amusement Co.

WANTS

Few Concessions: Photos, Floss Candy, Candy Apples, Ball Games, Novelties, any Stock Store that will work for not over 10c. No flat joints. Fair secretaries, committees North and South Carolina desiring small clean Carnival get in touch with us. Want General Agent with car. Join on wire. Marshall, N. C., this week; Shelby, N. C., week July 26. Address **L. C. McHENRY.**

WANTED

A capable Loop Foreman and other experienced Ride Help. Come on all you Legitimate Concession Men, we are ready to start on Street Celebrations and Fairs.

THE WEER SHOWS

MRS. M. R. WEER, Mgr., Otsego, Mich., this week; Coldwater, Mich., next.

The R. H. Work Shows

Want

Week of August 2, Roanoke Rapids, N. C., Celebration and for the balance of season: One more Flat Ride, Shows and Legitimate Concessions. Have beautiful framed Pit Show on trailer for good attraction. Purl Shields wants Musicians and Performers for Minstrel Show. All above write or wire Mebane, N. C., week July 19; then Roanoke Rapids, N. C.

A. J. Grey wants high Sensational Acts, Demonstrators and Scales for this date. Communicate **A. J. GREY, Roanoke Rapids, N. C.**

SET OF RIDES AT LIBERTY

For Fairs and Street Celebrations in Illinois, Indiana and Ohio.

JACK HALSTEAD
General Delivery, Noblesville, Ind.

W. S. MALARKEY CAN PLACE

Loop-o-Plane, Shows and Concessions. Roscoe, N. Y., Celebration, July 26-31. Eight weeks of Fairs to follow.

W. S. MALARKEY, Ackerman Bldg., Binghamton, New York.

WANTED

SHOWS, RIDES, CONCESSIONS
OLD HOME WEEK

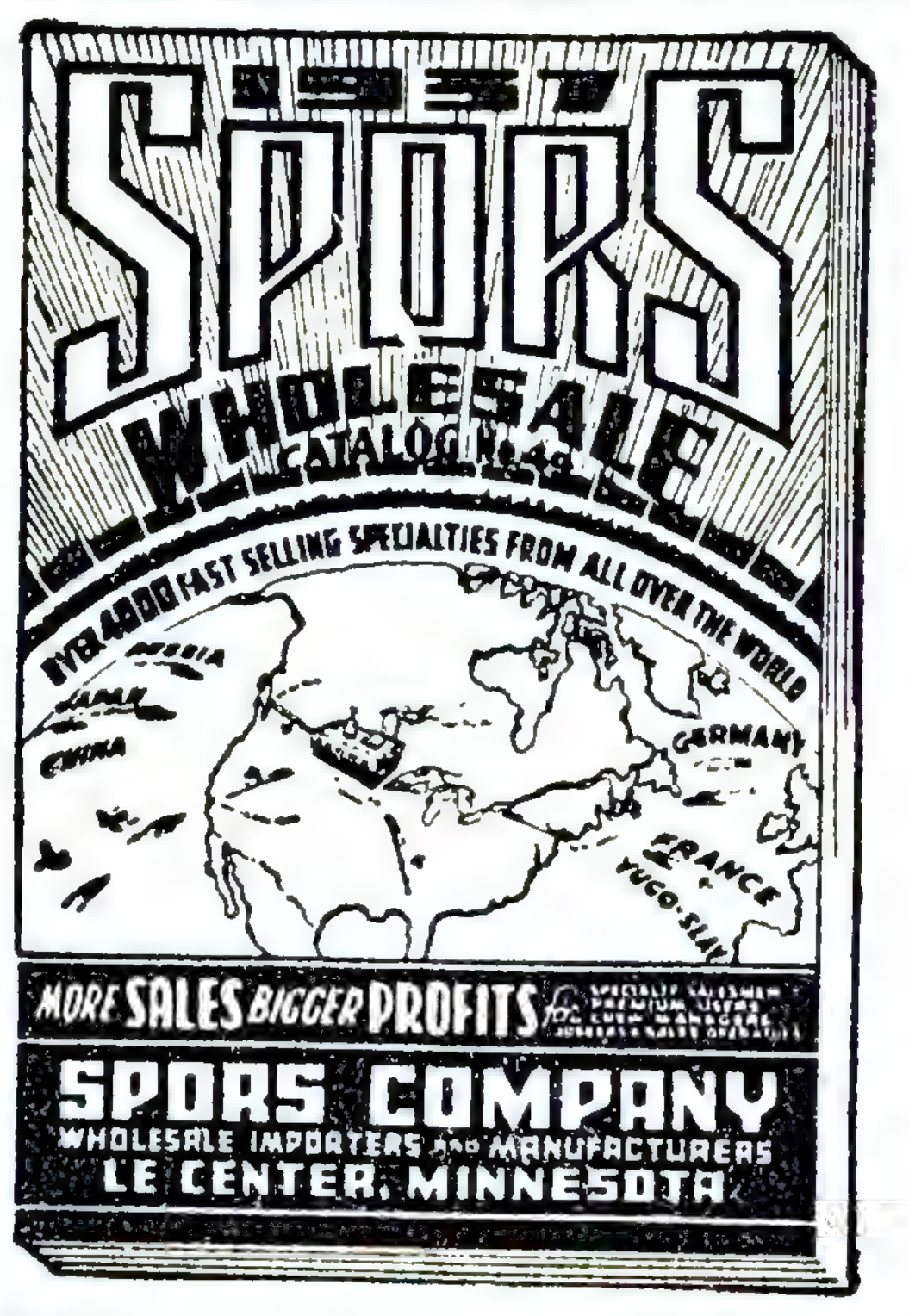
CHESTER, PA., AUGUST 26-31

Thousands to draw from. **JOHN KEELER, 4713 Chester Ave., Philadelphia Pa.**

ODDFELLOWS' HOMECOMING

and Building Fund Celebration, Carrollton, Mich. July 27 to August 1. This is a suburb of Saginaw and advertised for miles around. Can place Concessions of all kinds. Want a Girl Show or any other Show of merit. Grind Stores $15, for Wheels $30. **WILSON'S SHOWS, Clare, Mich., week July 19; Carrollton, week July 26.**

AMERICAN LEGION COMMITTEES, LADIES' AUXILIARY COMMITTEES OR ANY OTHER COMMITTEES wanting to make Big Money on New Deal. Write us on your Lodge Letterhead giving approximate number of members in your Lodge. **Promoters, Advance Agents** or anyone who has ever signed up committees write on present employer's letterhead for full details. Percentage proposition. Free Samples. **CALIFORNIA SALES CO., 210 West 8th St., Kansas City, Mo.**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OVER 4000 FAST SELLING SPECIALTIES FROM ALL OVER THE WORLD
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MORE SALES BIGGER PROFITS
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Hot off the press Shows 4,000 world-wide Bargains. 256 Pgs. of Fast Sellers of Every Description and 15 Money-Making Plans. Ttis Catalog is FREE. Send for it today.

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SPORT GIRLS

CONCESSIONAIRES!
Get Set for Your Biggest Season
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Send for your copy of the Continental Catalog

Chock full of live items at lowest prices.

SAME DAY SERVICE

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MANHATTAN CHOCOLATES

MANHATTAN CHOCOLATES

A High-Class Chocolate Intermediate with one layer of Assorted Chocolates. Individually Cupped. This Attractive, Cellophaned Box is the Concessionaire's Money Maker. Packed 6 Dozen to Carton.

75c Dozen
$4.50 Carton
25% Deposit with Order, Balance C. O. D.

Marvel Candy Co.
INC.
101-103 Wooster St.,
NEW YORK CITY.

Wanted: Side Line Salesman With Car.

WANT TO JOIN IMMEDIATELY

Two neatly framed Grind Shows. Charles and May Kahamas wire. Will book neatly framed Bingo or any Legitimate Concession, including Stock Wheels. Please note—This show is booked solid till closing season with fairs and celebrations. No still dates. Wire.

JOE GALLER
BUCKEYE STATE SHOWS, Laurel, Miss.

Dutch Radcliffe Whiteside
Wants

Capable Outside Help and General Help of all kinds for 10 Concessions. Wire or come on at once. Philipsburg, Pa., this week; Shamokin, downtown, next.

P. S.—Check and Joe come on.

101st ANNUAL OLD HOME-COMING

West Middlesex, Pa., July 28, 29, 30, 31
Average Attendance Last Year 10,000 Daily.
Sponsored by Firemen
Parades, Contests, Free Attractions

Wanted Independent Merry-Go-Round and Ferris Wheel. Will book two clean Shows. Can use a few more Independent Concessions. Communicate H. J. SELBY, Secy.

WANTED

High-class Carnival, Columbia Fair, Columbia, Ky., August 11 to 14. Large attendance. $2,500 premium list, featuring $700 saddle stakes. Contact at one if interested. C. M. KELSAY, Secy.

Speroni, P. J.: Oswego, Ill.
Stanley Bros.: Gardner, Mass.
State Fair: Grand Island, Neb.; (Street Fair) York 26-31.
Stoneman's Playland: Clinchco, Va.
Strates: Hornell, N. Y.
Stumbo, Fred R.: Southwest City, Mo., 19-25; Green Forest, Ark., 26-31.
Sunset Am. Co.: Muscatine, Ia.; Ottumwa 26-31.
Sutton: Hillsboro, Ill.
Swisher, H. C.: Wheaton, Mo.; Everton 26-31.
Texas: Corpus Christi, Tex.
Texas Longhorn: Waco, Tex.; Hillsboro 26-31.
Tidwell, T. J.: (Fair) Winfield, Kan.
Tilley, Oglesby, Ill.; East Peoria 26-31.
Toffel: South Beloit, Ill.
Valley: Burkett, Tex.
W. B. J.: Morenci, Mich.
Wade, W. G.: Port Huron, Mich., 19-25.
[illegible]
Wallace Bros.: Elwood, Ind.; Crawfordsville 26-31.
Weer: Otsego, Mich.; Coldwater 26-31.
West Coast Am. Co.: (Fair) Eugene, Ore.; North Bend 26-Aug. 1.
West Bros.' Am. Co.: Fargo, N. D.; Wahpeton 26-31.
West Coast: Aberdeen, Wash.; Port Angeles 26-31.
West, W. E.: Atchison, Kan.
Western State: Deadwood, S. D.
West's World's Wonder: McKees Rocks, Pa.; Connellsville 26-31.
Weydt Am. Co.: Antigo, Wis., 22-24.
White City: Shelton, Wash.; Camas 26-31.
Williams, Ben: Hallowell, Me., 29-31.
Wilson's: Clare, Mich.; Carrollton 26-31.
Winters Expo.: Follonsbee, W. Va.
Work, R. H., Rides: Mebane, N. C.; Roanoke Rapids 26-31.
World of Fun: Ansted, W. Va.
World of Mirth: Rome, N. Y.
Yellowstone: Salt Lake City, Utah.
Zeiger, C. F., United: Rawlins, Wyo.; Sidney, Neb., 24-31.
Zimdars Greater: (Fair) Newton, Ill.; (Fair) Taylorville 26-31.

CIRCUS AND WILD WEST

Barnes - Sells - Floto: Scottsbluff, Neb., 20; Casper, Wyo., 21; Thermopolis 22; Billings, Mont., 23; Lewistown 24; Great Falls 26; Havre 27; Glasgow 28; Williston, N. D., 29; Minot 30; Fargo 31; Grand Forks Aug. 1.
Cole Bros.: Cedar Rapids, Ia., 20; Waterloo 21; Mason City 22; Fort Dodge 23; Sioux City 24; Omaha, Neb., 25; Lincoln 26; Falls City 27; St. Joseph, Mo., 28; Topeka, Kan., 29; Emporia 30; Hutchinson 31.
Dakota Bill Baker's Wild West: Concord Depot, Va., 21; Appomatox 22; Evergreen 23; Pamplin 24; Dillwyn 25-26; Arvonia 27; Bremo Bluff 28; Fork Union 29.
Downie Bros.: Ft. Kent, Me., 20; Madawaska 21; Presque Isle 22; Houlton 23; Millinocket 24; Bangor 26.
Eddy Bros.: Cherryfield, Me., 22; Bar Harbor 23; Blue Hill 24; Bucksport 26.
Federal: Brockton, Mass., 19-24; New Bedford 26-31.
Fort Peck Rodeo Co.: Lewistown, Ill., 14-19.
Haag Bros.: Hillsboro, O., 20; London 21; Delaware 22; Mt. Vernon 23; Denison 24; Coshocton 26.
Hagenbeck-Wallace: Crawfordsville, Ind., 20; Logansport 21; Richmond 22; Hamilton, O., 23; Connersville, Ind., 24; Louisville, Ky., 26; Lexington 27.
Hall's Animal: Marion, S. D., 20; Emery 21; Bridgewater 22; Spencer 23; Alexandria 24.
Hinkle, Milt, Rodeo: Greenwich, Conn., 20-24.
Howe Bros.: Lake Andes, S. D., 22; Spencer, Neb., 23.
Mix, Tom: Pulaski, Va., 20; Roanoke 21; Lexington 22; Harrisonburg 23; Winchester 24; Washington, D. C., 26-28.
Polack Bros.: Hibbing, Minn., 20-25.
Ringling Bros. and Barnum & Bailey: Detroit, Mich., 20; Ft. Wayne, Ind., 21; South Bend 22; Kenosha, Wis., 23; Portage 24; Eau Claire 25; Minneapolis, Minn., 26-27; St. Paul 28; Winona 29; Madison, Wis., 30; (Lake Front) Chicago, Ill., 31-Aug. 8.
Seal Bros.: Two Harbors, Minn., 20; Virginia 21; Grand Rapids 22; Bemidji 23; Park Rapids 24; Perham 25; Detroit Lakes 26; Fergus Falls 27.
WPA: Springfield Gardens section of Long Island (Higbie & 140th ave.) N. Y., 21-24.
Wiziarde: Effingham, Kan., 20; Horton 21; Emmett 22; Robinson 23.

MISCELLANEOUS

Bragg Bros.' Tent Show: High Falls, N. Y., 19-24.
Daniel, Magician: Hulbert, Mich., 22-24.
DeCleo, Magician: Napoleon, O., 19-24.
Delmar, Hypnotist, Escape: (Santa Cruz) Santa Cruz, Calif., 19-24.
Hunsinger, Harry, Magician: Lake Odessa, Mich., 19-24.
LeVant Show: Atwood, Ill., 19-24.
Livingston Players: Napoleon, O., 19-24.
Lofstrom & St. Eloi Monkeys: Muskegon, Mich., 19-31.
Long, Leon, Magician: Empire, Ala., 20-24; Sipsey 25-31.
Mack's, Mabel, Mule Show: Bolivar, N. Y., 19-24.
Malloy, J. R., Circus Revue: Freeport, Pa., 19-24.
McCall Bros.' Dog & Pony Show: Gowan, Minn., 20; Culver 21; Alborn 22; Meadowlands 23.
McNally Variety Show: Milton, Vt., 19-24.
Miller, Al H., Show: Byron, Ga., 19-24.
Modern Noah's Ark: (Centennial) Muskegon, Mich., 19-31.
Morris, Chet, Show: Simstown, Ga.
Otto's, Bert, Med Show: Brownsville, Pa., 19-31.
Ricton's Show: Sowigansville, Tenn., 26-28; Church Hill 29-31.
Sharpsteen Show: Lake Odessa, Mich., 19-24.
Stevens Med Show: Salamanca, N. Y., 19-24.

3 Brand New Mazumas never unpacked at $55.00 each.

CLOSEOUT BARGAINS

10 CAROMS, Guaranteed Like New. Each....$ 70.00
2 JENNINGS DE LUXE SPORTSMAN, F.S. Each 120.00
4 GOTTLIEB SPEED KINGS, Guaranteed Like New. Each... 60.00
5 PACIFIC HIGH WAYS NOVELTY. Each... 10.00
2 SEQUENCE. Each....$ 10.00
1 ROSEMONT, F.S..... 180.00
2 A. C. 7-PLAY BELLS Guaranteed New, Never on Location. Each... 150.00
2 POST TIMES, F.S. Each 100.00
2 HI-DE-HOS. Each.... 40.00
1 EXHIBIT CHUCK-A-LETTE, Selective Slot. 115.00

We have 200 slightly used Novelty and Payout Games and 200 Slots. Write us for jobbers' price on new and used machines. All orders (Machines) must be accompanied by 1/3 deposit in the form of post office, express or telegraph money order. Prompt Delivery on all New Machines released by respective manufacturers. Ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST., Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE, 5-5328.

House of GELLMAN
EVERY MARKET WORLD
GELLMAN BROS.
★ CORN GAME OPERATORS
★ PITCHMEN
★ NOVELTY MEN
★ AUCTIONEERS
★ STREET WORKERS
★ SPECIALTY MEN

CONCESSIONAIRES! HERE IT IS!

SEND FOR IT TODAY

OUR NEW 1937 CATALOG IS NOW READY!

If you're a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Hustler, you simply can't afford to miss the hundreds of "money-makers" our New 1937 General Catalog presents. Don't fail to send for your Free Copy today!

GELLMAN BROS.
119 North Fourth Street
MINNEAPOLIS MINNESOTA

ATTENTION NORTH CAROLINA FAIR SECRETARIES!
BROADWAY SHOWS OF AMERICA have a few open dates

WANT for the following dates and balance of season: American Legion Celebration, Gary, W. Va., starting Saturday, July 24 to 31, inclusive. $250,000.00 payroll; Vivian, W. Va., to follow.

CAN PLACE Photo Gallery, Candy Floss and legitimate Concessions of all kinds. Capable, reliable and sober Talkers for Girl Revue, Monkey Circus. Big Snake Show, Large Horse and Human Giant Show on 15% basis.

RIDE HELP—Second Man for Caterpillar, Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round. Also, capable, sober Electrician.

Address all Wires and Mail H. C. SMITH, Mgr., Pioneer Hotel, Logan, W. Va., until Wednesday, the 21st, thereafter, Carter Hotel, Welch, W.Va.

EUREKA SHOWS WANT

TO BOOK, BUY OR LEASE—Chairoplane and Ferris Wheel Want Foreman and Help for Two-Abreast Merry-Go-Round. Can Place Athletic Show, have outfit. Want Concessions of all kinds. Can Place Sound Truck and one more High Free Act for Margaretville, N. Y., American Legion Field Day, August 2 to 7. All address STANLEY ROBERTS, Kingston, N. Y., this week; Phoenicia, week July 26.

WANT SHOWS, RIDES, CONCESSIONS

FOR NEXT WEEK, CONNERSVILLE, IND, DOWNTOWN LOCATION, ELEVENTH AND WESTERN. FIRST SHOW INSIDE FOR FIVE YEARS.

Especially want Merry-Go-Round, Octopus, Auto Kiddy, Motordrome, Penny Arcade, High-Class Crime Show, Monkey Circus, Big Snake Show. WILL SELL Custard and Diggers exclusive. WANT Concession Agents and Ride Help. Address

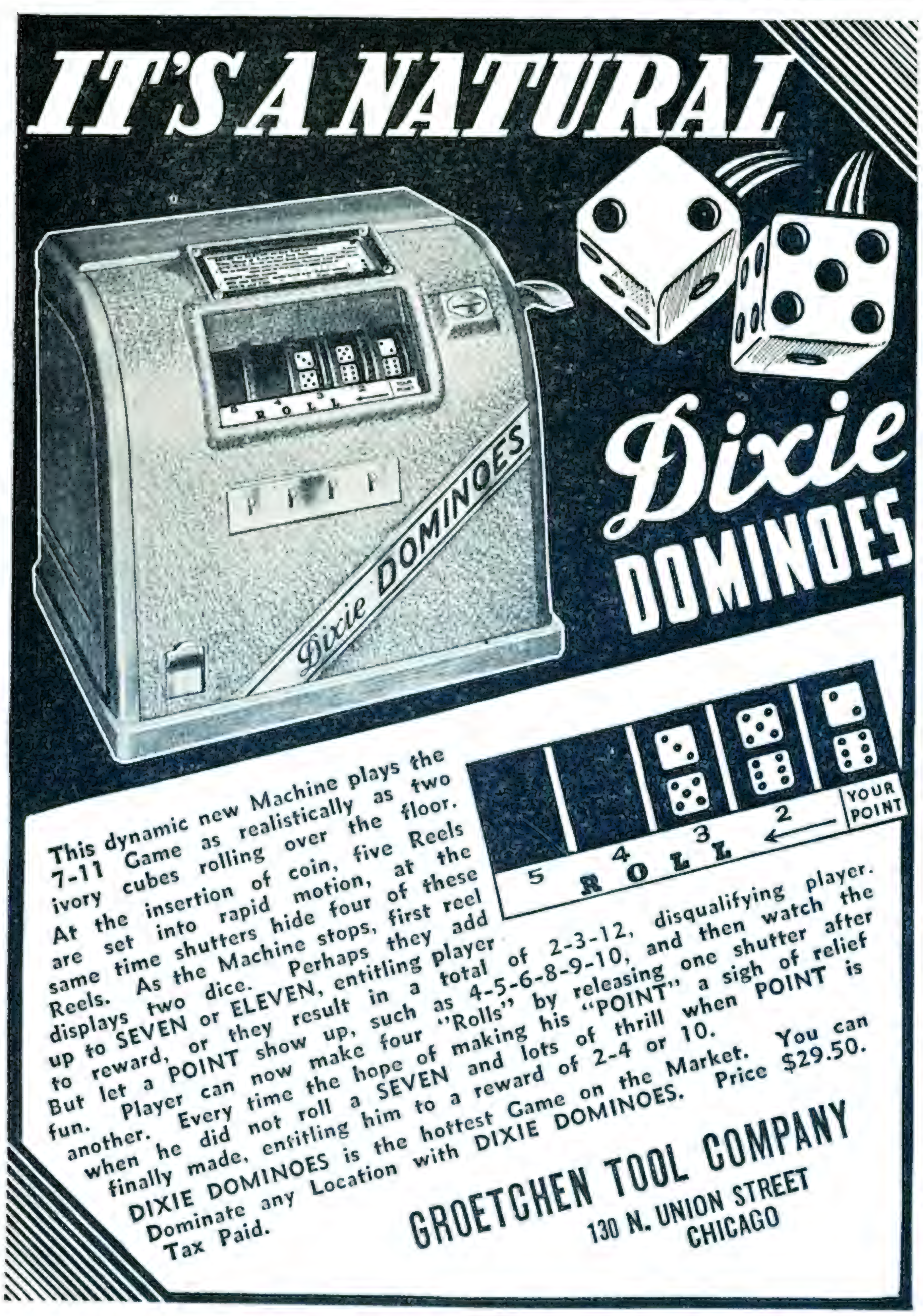
ERIC B. HYDE SHOWS
Shelbyville, Ind., this week; then Connersville, Ind.

WANT RIDES

KIDDIE, TILT-A-WHIRL. SHOWS, with or without own outfit; TALKERS AND GRINDERS. Fairs start Second Week August, running Second Week November. CAN USE good, sober, reliable Lot Superintendent and Working Men. Harry Harris and Tid Ball wire. Concessions all open except Cook House, Bingo, Popcorn, Candy Apples.

MODERNISTIC SHOWS, INC.
Philipsburg, Pa., this week; Shamokin, Pa., next week.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



This dynamic new Machine plays the 7-11 Game as realistically as two ivory cubes rolling over the floor. At the insertion of coin, five Reels are set into rapid motion, at the same time shutters hide four of these Reels. As the Machine stops, first reel displays two dice. Perhaps they add up to SEVEN or ELEVEN, entitling player to reward, or they result in a total of 2-3-12, disqualifying player. But let a POINT show up, such as 4-5-6-8-9-10, and then watch the fun. Player can now make four "Rolls" by releasing one shutter after another. Every time the hope of making his "POINT" a sigh of relief when he did not roll a SEVEN and lots of thrill when POINT is finally made, entitling him to a reward of 2-4 or 10. You can DIXIE DOMINOES is the hottest Game on the Market. Price $29.50. Dominate any Location with DIXIE DOMINOES. Tax Paid.

GROETCHEN TOOL COMPANY
130 N. UNION STREET
CHICAGO

DIXIE EXPOSITION SHOWS
WANT

For Fairs and Celebrations: Cookhouse that can take care of show with seven rides, ten shows and 25 concessions and will cater to show people. Privilege tickets. Want Tilt-a-Whirl and Octopus, Small Drome, Side Show. Have outfits for Girl Show, Half and Half, Snake Show, oufits complete with panel fronts. Will turn over to reliable showman. Want Musicians and Performers, Ride Help and Canvas Men, Lot Man who will stay sober and take care of show paraphernalia, Legitimate Concessions only, Custard and Diggers open, Grab Joint Help wanted. Lexington, Tenn., this week; Hohenwald, Tenn., week July 26th; Pulaski, Tenn., August 2d; Lewisburg, Tenn., August 9th; all Tennessee, Alabama and Mississippi Fairs where the cotton crop is big.
Address C. D. SCOTT.

HARRODSBURG, KY., FAIR AND HORSE SHOW

The Greatest Fair in the Blue Grass, Week July 26, followed by RUSSELL SPRINGS, KY., FAIR, Week August 2; EWING, KY., FAIR, Week August 16; LOUISA, KY., FAIR, Week August 23; HODGENVILLE, KY., FAIR, Week August 30; RUSSELLVILLE, KY., FAIR, Week September 7; CENTERVILLE, TENN., FAIR, Week September 14; JACKSON, TENN., COLORED FAIR, Week September 21; DICKSON, TENN., FAIR, Week September 28; COURTLAND, ALA., FAIR, Week October 4; CANTON, MISS., FAIR, Week October 11; Open Week October 18; MISSISSIPPI FAIR, Week October 25.

WANT Stock Concessions. We put the people in front of your attraction. Also have new Silodrome complete. WANT TO SELL, on small percentage to office. Joe Smith wants Grocery Wheel Agents. Also, can place Shows with own outfits. Also, want Octopus Ride with own transportation to join for these Fairs. All address

F. H. BEE SHOWS, INC.
Grayson, Ky., Fair, this week; Harrodsburg, Ky., Fair, week July 26.

WEST BROS. AMUSEMENT CO. WANTS

Concessions that work for stock, Diggers, Frozen Custard, Pop Corn, Lead Gallery. Will book Money-Getting Shows. Ride Help, come on. Man for Sound Car. Fargo, N. D., this week; Wahpeton, N. D., week July 26; Watertown, S. D., week August 2.

WANTED

For Ohio City, Ohio, from July 27 to 31: Shows and Concessions of all kinds. On the street for fifth annual celebration. Wire or write PERRY BEACH, Ohio City, Ohio.

DVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

WANTED

Mind-Reading Act; also Magician, Half and Half, Sword Swallower. Salary sure. Other acts wire.

W. H. SMITH
259 Lexington Ave., Buffalo, N. Y.

Gensberg Returns From Vacation Tour

CHICAGO, July 17.—Sam Gensberg, official of the Chicago Coin Machine Manufacturing Company, returned to his desk this week after an extensive tour thruout the Southwest and South with his family. He reported his vacation as thoroly enjoyable and says that he brought back several reels of film which are proof of the advantages of seeing America first.

Completely relaxed and refreshed, Gensberg immediately plunged into the work incidental to the production and release of two new Chicago Coin games, Turf Kings and Track Stars.

IABPB TO SEEK——

(Continued from page 3)

the convention by President William Green of the AFL was a criterion. Cheered by what developed to be one of the most harmonious sessions in IABPB history, Green's message declared, in part: "We will resist every attempt made by subversive forces to impose upon the organized labor movement in America an imported philosophy designed to substitute dictatorship and autocracy . . . for democratic rule, individual and collective freedom and for the right to establish and maintain trade unions founded upon the principles of industrial democracy."

Numerous by-laws changes and routine business, as well as the president's report and all other convention discussions, will be distributed soon to all members in a printed booklet, Secretary-Treasurer William McCarthy informed.

The three-day parley, attended by 80 delegates, ended Wednesday night with a dinner-dance in the Fort Pitt Hotel.

Pay boosts for circus posters will be determined at a meeting in December of a committee to be appointed by the president which will then present its plan to a combined meeting of circus agents, scheduled to be held to draw provisions for the 1938-'39 contracts. Average increase asked by the workers, unofficially considered by officers as too big a change from the agreement now in force, exceeded $20 weekly. Billposters with circuses now receive $120 per month plus $2.25 daily for meals, $2 for lodging when away from the wagon and free transportation. Carnival workers, in minority membership, sought no advances.

Recognition of the distributors by adding them to the signature of charters evolved from the executive board's desire to more closely regulate their activities since their unofficial acceptance thru the AFL several years ago, as well as to formally admit the IABPB's responsibilities to and exactions from the new members, according to C. C. Garrett, of Los Angeles, former second vice-president, who was appointed by Abernathy to the newly created post of assistant president in charge of IABPB affairs on the West Coast.

New York was chosen as the site of the next convention (1939), the first week in October instead of July as heretofore held, upon a telegraphed invitation from Mayor Fiorella La Guardia.

Officers elected to serve for the next two years are Leo Abernathy, Pittsburgh, incumbent, president; William McCarthy, New York, incumbent, secretary; Thomas Noonan, Boston, incumbent, treasurer; AFL delegate, Harry Gunderson, Chicago; Harry Cahill, Chicago, sergeant at arms; William Moran, Jersey City; William Willis, Paterson, N. J.; William Sharp, Wilkes-Barre, Pa.; Joseph Raymond, Westchester, N. Y.; Roy Fitzgerald, Indianapolis; Loyal Gilmour, San Francisco, and Carl Shade, Cleveland, vice-presidents; Robert Walker, St. Louis, trustee; Mike Noch, Detroit, second delegate.

OUTDOOR RODEO——

(Continued from page 2)

has witnessed since Guy Weadick staged one in New York's Sheepshead Bay a quarter of a century ago.

Nevertheless the sponsors are not kidding the public or press about character of show, which they are putting forth as an exhibition of Wild West, but from looks of things will compare with out-and-out competitive shows, even tho it is admitted that the major rodeos in the East, as well as elsewhere, have usually had plenty of "contract" contestants and straight non-competitive exhibition events.

Hinkle and Hamid have set the machinery going to bring in the pick of contestant talent from the West. A carload of top-flight bucking horses, augmenting Hinkle's own array of stock, is due into the Hub from Bozeman, Mont., and negotiations are under way for other stock and available contestant and exhibition timber.

Capacity of Suffolk Downs is approximately 20,000 but will be made to seat close to 30,000 for the show. Midway inclosure just outside entrance to track will be occupied by rides, games, shows and other attractions of a carnival nature. It has not been decided as yet whether midway will be an independent proposition or whether an organized carnival will be booked in to fill the bill.

Billing and publicity on event are already in the launch stage. Nearly 10,000 sheets of paper will be hung early next week, with the big 24-sheet stands given to special billposters, including John Donnelly & Son, of Roxbury, Mass.; F. H. Birch & Company, Somerville, Mass., and the Eagle Advertising Company, Boston.

Floyd Bell, publicity director of the Eastern Racing Association and a veteran circus agent, is on the spot supervising all public relations activities. He will be joined next week by Joe Knight, head of the Hinkle press staff, devoting himself to features. About 10 days before the event begins Leonard Traube, press and advertising chief of the Hamid enterprises, will join up with Bell and Knight. Paul N. Denish, manager of the Hamid Boston office, is busy on his own end, with the Hub staff attending to details prior to Hamid's Boston visit to supervise the layout.

Show will be a nightly affair, with matinees thrown in on Wednesday, Saturday and Sunday. General admission will be 40 cents, and reserved seats will go for $1.50, making a total of $1.90 for the better locations. Fireworks will close each evening performance. There will be two bands, Indian and cowboy, and guest stars in the rodeo category.

STEVENS POINT, Wis., July 17.—Ringling-Barnum Circus put up paper here today against Wallace Bros.' Circus, showing here July 19. R-B was billing Portage, 70 miles from here, for July 24.

CARL TRIPPE Price Plus Guaranteed Satisfaction
Always A Square Deal With Ideal

PACES RACES

Serial No. 2552	$200.00
Serial No. 1936	150.00
Serial No. 1700	150.00
Serial No. 1661	150.00
Serial No. 640	100.00

20 ROTARIES
All Escalatore or Vanek Coin Chutes. Late Serials.
$87.50 each
1/3 Deposit, Balance C. O. D.
IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

WANTED - WANTED

Baby Rides. Good proposition, long season. Going south. Athletic Man to take charge Show, Pit Show People, Geek Show. Fair secretaries in Missouri and Illinois, have few open dates. Wire, don't write. GREATER AMERICAN SHOWS, Red Wing, Minn., this week; Winona, Minn., next.

GREATER AMERICAN SHOWS

Organized Carnival Company

Playing Circuit of 16 Fairs, will pay 15% interest for $3,000 for six months, with good security and references. All reply BOX D-82, care The Billboard, Cincinnati, O.

ELANE'S EXPOSITION SHOWS WANTS

Rides, Shows and Concessions of all kinds. Positively no racket. Will give good proposition for Ferris Wheel. This Show never closes. Plenty of fairs and celebrations. George Gray write me. Write or wire JOHN GECOMA, Mgr., or MISS HATTIE DOLAN, Secy., Eckhardt Hotel, Canonsburg, Pa., this week.

Brother!
You
haven't seen
anything
until you've
seen these
new novelty
games!

TURF
KINGS
and
TRACK
STARS

both with
the largest
back-racks
ever used
on novelty
games!

CHICAGO COIN
MACHINE MFG. CO.
1725 W. DIVERSEY
CHICAGO

Same Old Story

To the Editor: "I am inclosing an article which I believe is a dandy. I think, with your prolific pen, you can make comments on this which would be of interest to all of the operators."—Lee S. Jones, American Sales Corporation, Chicago.

THE SAME OLD STORY—VICE AND GAMBLING. (By Bruno Lessing, in *The Sunday Herald and Examiner*, New York.) The police commissioner of this metropolis appeared on the first page of every newspaper recently. He told all his inspectors that gambling and vice in New York must cease.

Personally I do not see any reason for it. I like to gamble occasionally, especially in an attractive government-regulated casino with beautiful and artistic surroundings. And I simply adore vice. By that, of course, I mean my own kind of vice. And I'm not going into details. But I abhor many of the vices of others. Such as intolerance, prejudice, bigotry, selfishness, gluttony, avarice, cruelty and dishonesty.

Nevertheless I applaud this police commissioner's heroic stand. And all good citizens should applaud in chorus. We should make all our cities cleaner and better. Even the streets should be so clean that no angel would fear to tread them.

But there is one thing about all this that sorely puzzles me. Many, many years ago there was a police commissioner in New York by the name of Bill Devery. Somewhat of a roughneck, to be sure, but one day, a few months before election, he called all his inspectors together and told them that gambling and vice must cease. Then, several years later, another police commissioner called all his inspectors together and told them that gambling and vice must cease. After that, every few years—usually on the eve of an election campaign—one commissioner after another told his inspectors the same thing.

And during all those years I noticed that the same thing has happened in other cities in the United States. Police commissioners gathered their inspectors around them and gave the ultimatum; gambling and vice must cease. Even as recently as last month, while I was in San Francisco, I learned that a grand jury had discovered that gambling and vice existed and that they must be stopped.

When I lived in Rome I came upon an interesting book giving details of life in Roman towns 2,000 years ago. It seems that progressive and enlightened citizens discovered that gambling and vice existed and made a great howl about it. The prefect or defect or whatever the police commissioner of that day was called gathered his subordinates about him and told them that gambling and vice must cease.

"St. Anthony at church
Was left in the lurch,
So he went to the ditches
And preached to the fishes."

He told them of their bad habits. He told the eels not to wiggle, the pokes not to steal, the crabs not to walk sideways.

"The sermon now ended,
Each turned and descended;
The pikes went on stealing.
The eels went on eeling.
Much delighted were they,
But preferred the old way."

I hardly know whether to weep or to laugh. Mrs. Partington is weary of her task of sweeping back the waves of the ocean and an up-to-date police commissioner of this, the greatest city in the land, takes the broom out of her hand and announces that he will carry on.

Prophetic extract from *The Evening Journal* and *New York American*, two months before election, A. D. 1999: "Police Commissioner Goofus called his inspectors together and told them that gambling and vice must cease."

Inasmuch as the only remedy lies in civic consciousness, in the abolition of hypocrisy, prejudice and squeamishness, in a higher intelligence—and other unattainable goals—far be it from me to discuss it.

Ted Trulson

Ted Trulson, Madison, Wis., died July 15. He had been operated on for a stomach ailment and was thought to be recovering nicely, but he contracted pneumonia and death came suddenly. He was one of the oldest and most popular operators in the Middle West. Funeral plans were not known at this writing.

SLOTS - 1 BALL BARGAINS!
GUARANTEED 100%

MILLS BLUE FRONT MYSTERY—5c	$ 59.50
MILLS LION-HEAD—5c	32.50
MILLS F.O.K. SILENT—5c	29.50
MILLS YELLOW HEAD —5c	39.50
WATLING—Twin Jack	27.50
MILLS SKYSCRAPER	39.50
MILLS FUTURITY	54.50
JENNINGS DUCHESS	22.50
PACES RACES — Serials 5030-5031 — Brown Cabinet—25c Play—Floor Samples	325.00

PACES RACES — Serial Up to 4000—5c Play	$225.00
BALLY BUMPER	22.50
BALLY SKIPPER	29.50
BALLY JUMBO	9.90
BALLY JUMBO—Ticket	16.50
BALLY BONUS	12.50
BALLY PEERLESS	12.50
BALLY SKY HIGH	15.00
BALLY GOLDEN HARVEST	15.00
BALLY ALL-STAR	15.00

WURLITZER P-12 PHONOGRAPH $124.50

GERBER & GLASS 914 Diversey Blvd.
CHICAGO

FOR THE COUNTER
NEW APPEAL—NEW ACTION
"SKILL-DRAW"

NOW—the Great American Game of Draw Poker available for every counter. Exhibit's "SKILL DRAW", with 5 spinning discs, automatically deals exciting card hands with one push of the coin slide—press button to hold likely cards—pull out coin slide to complete the draw, gives the player the most fascinating counter game ever desired.

Hundreds of these machines already on locations prove its mechanical perfection. Users already proclaim it the greatest of counter money-makers. Give your location the best — order "SKILL DRAW" from your jobber today. 23.75

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

5¢
BIG-LEAGUE
5¢
10
10

AJAX NEW BASEBALL BOARD
"BIG LEAGUE"

AND A Good one, highly colored—Very Attractive. 1,000 holes—and 103 step up holes, and all punch out.

Takes In	$50.00
Pays Out (definite)	24.75

Price $2.48 Plus 10% U. S. Tax

OUR 1937 COLORFUL 56 PAGE CATALOG JUST OFF THE PRESS. WRITE FOR A COPY.
State your line of business.

AJAX MANUFACTURING CORP.
119-125 N. 4th St., Philadelphia, Pa.

LADY LUCK
1200 Hole Form 4190

Takes In	$40.00
Pays Out	19.00
Price With Easel	1.82

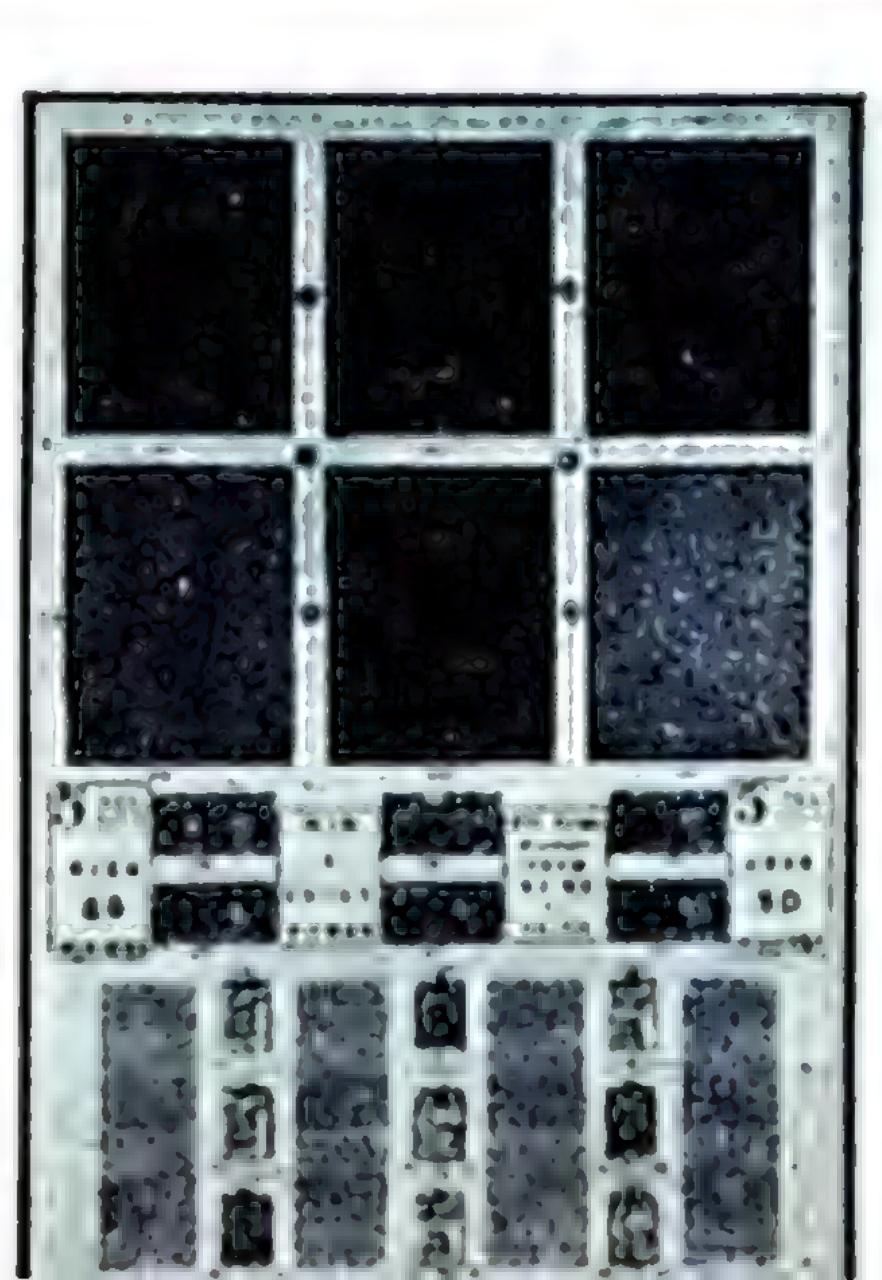
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.

LADY LUCK
FREE
1/3
5.00
2.50
1.00
50¢



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from $1.00 to $5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in $60.00. pays out approximately $30.00.

Sample $5.00; Lots of 6, $4.25; Lots of 12, $3.75.
Deposit required on all orders.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

Mills Advertising

By JAMES T. MANGAN

Advertising Manager Mills Novelty Co., Chicago

People love to discuss advertising. I have never found so lively or general a topic for parlor conversation as advertising — plain, unvarnished, commercial advertising. Men and women alike have very definite views on the subject and their views are always useful, interesting and individual. I have often come across laymen who never had any occasion to create or sponsor advertising of their own who had a saner, more practical knowledge of the subject than many dyed-in-the-wool advertising men.

Mills customers, to whom Mills advertising is addressed, are just the same as other people. They, too, love to discuss advertising and on countless occasions I have traded views with operators on the subject. The general question that always comes up is "What do you put into advertising that makes it so different from that of competitors?"

This question makes me feel great, for we certainly do try to distinguish our advertising from not only our competitors in our own field, but also every other kind of advertising used by any concern in the world. And there is something special behind it—a plan, an attitude, a sense of individuality and responsibility.

I have an undying respect for advertising as a craft. I say to produce a perfect piece of advertising — judged simply from the craft standpoint—is just as worthy as to build a great cathedral, write an immortal book or a noble poem. Of course, the advertising appears just once and then is gone. The other things last. But the act of creating each—of guiding it to completion with care, skill and spirit—is essentially the same. You may have to get the advertising out faster, but you don't have to make it dull, sloppy or defective just because you act fast!

Building a piece of printed advertising is exactly the same as building a product. First, there is a need for the advertising. Then, thru idea and invention, you project in your mind something new. Next you fit this something new to your business plan; you make your design.

You design advertising in just the same way as you design a product. You make a layout. You devise specifications. You finish your drawings. From these issue the individual pattern, which in manufacturing is known as a die and in advertising as a plate. The die and the plate are going to knock out hundreds or thousands of the same parts over and over.

In advertising, as in manufacturing, after you have your pattern you purchase your materials; you factor them into definite shape by means of your special pattern on the proper manufacturing machine. Then you take the parts and assemble them into a whole. Because advertising is all done on paper don't get the idea it isn't like manufacturing. It is manufacturing. And to get good advertising, just as to achieve good manufacturing, you must have a sense of craft. You must be proud of the work; you must be careful; you must consider the hundreds of different ways in which a job may go wrong and take the proper steps to prevent it from going wrong.

What you see in Mills advertising that seems to make it different is simply craftsmanship. I have an idea all advertising of any product should be as good in its way as the product in its way. Because if you produce shoddy advertising for a quality product you are simply harming the product by giving the public the impression it, too, is as shoddy as the advertising.

Because Mills Novelty Company puts so much time, money and care into the design and manufacture of its products I believe that we have to match the factory's care and the factory's quality with our advertising's care and quality.

Of course, you don't see the hundreds of changes, the hundreds of things that have been done to give our advertising that "different look." You don't see the hundreds of ideas that floated along the mental airways and were rejected as not fitting. You don't see the wealth of beautiful layouts that were thrown away. You don't realize that a certain drawing has been done several times—that a line of lettering is crisp, stylish and striking simply because behind it there are patient, competent execution, years of study and still more years of keeping up with styles and trends in lettering. You read the type because it is easy to read. You don't realize that the type in our advertising is easy to read only because a head, a heart and a hand made it easy to read; for you know very well that the type in most advertising is very hard to read, tires you out and causes your eyes to wander away.

You don't know of the scores of places where copy has been rewritten; where it has been cut drastically; where lines have been filled in to make the physical appearance of the page all that it should be. Everything looks so orderly, neat and well balanced that you just can't think that unless care were used, sacrifices made and patience shown with the unpleasant part of the work the whole thing would have been a disgraceful jumble of words and lines, uninviting to the eye and impossible for the brain to assimilate.

Craftsmanship is nothing more than ability acquired thru experience and exercised with everlasting care and thoroness. Craftsmanship isn't merely the property of the artist, the mechanic, the man who works with his hands. There can be craftsmanship in writing a letter, in taking care of a filing system, in meeting and handling people. It's all a matter of caring. We create about 1,500 pieces of advertising each year and, tho a lot of it is produced in an awful hurry, I like to think that none of it is done without care or spirit. I like to be connected with advertising that can hold its head up wherever it appears.

AUCTION

By Mail

Every Machine to be Sold to the HIGHEST BIDDER—Regardless of Cost. Every Machine guaranteed in Operating Condition ready for location.

BOWLING GAMES—
26—TARGET ROLL JR. (9 ft.)
1—T. R. JR. (Brand New)
5—STEPHENS NINE-BALL (10 ft.)
1—BANK ROLL (14 ft.)
2—ROCK-O-BALL (14 ft.)
2—BOWL-A-GAME (14 ft.)
(Mfd. by Int. Mutoscope)
2—KEENEY BOWLETTE (14 ft.)
2—BALLY-ROLL (14 ft.)
1—MAIDEN ROLL (10 ft.)
(Roll-Down Poker Game)

RADIO RIFLES—
3—FLYING DUCKS (PACIFIC)
2—TOM MIX (ROCK-OLA)
2—SCHOOL DAYS (ROCK-OLA)
1—JUNGLE DODGER
1—KEENEY TARGETTE

VENDING MACHINES (Brand New)
36—1937 SILVER KINGS
74—TOM THUMB (1½ lb.)
40—TOM THUMB (3 lb.)
1—ADVANCE SELECTERIA (5c Slot)
(Vends 39 Bars of Candy, etc.)
All of these Nut Machines are Brand New in Original Cartons.

SCALES—
31—ROCKOLA LOBOY (Used 4 Mo.)
12—ROCKOLA LOBOY (Brand New)

MISCELLANEOUS—
11—EXHIBIT TICKET GAMES
14—NOVELTY PIN GAMES
29—SNACKS 3-Col. VENDERS, 1c
12—SNACKS 3-Col. VENDERS, 5c
3—EVEREDY 4-Col. NUT VENDERS
1—NATIONAL No. 4 CIGARETTE VENDER
1—NATIONAL No. 6 CIGARETTE VENDER

Send 1/3 deposit with bid on one or more machines and we will either ship or return your deposit immediately.
Our references—Dun & Brad. All F. O. B. Washington, D. C.
WE MEAN BUSINESS — FIRST COME, FIRST SERVED.

Rush Bids to
SILENT SALES SYSTEM
1928 14th St., N. W., Washington, D. C.

BLOOD PRESSURE
Self-Service
Coin Machines Legal Everywhere
LAUFMANOMETER
4530 Park Avenue, New York City

EXTRA SPECIAL

OPERATORS! LOOK AT THESE

RECONDITIONED AMUSEMENT GAMES, AUTOMATIC PAY TABLES AND SLOT MACHINES.—NOT bargains of the $3.00 class but bargains of quality. Every piece of equipment listed guaranteed to be in perfect condition and a real value. 'Phone, wire or mail your order today.

(Equipment listed is offered subject to prior sale.)

AUTOMATIC PAY TABLES	Each
Bally Bonus	$18.50
Bally Derby	18.50
Bally Peerless	18.50
Bally Round Up	18.50
Bally Snappy	27.50
Bally Multiple	27.50
Bally Preakness	82.50
Bally Belmont	27.50
Bally Skipper, 5 Balls	27.50
Bally Carom	82.50
Bally Traffic, A or B Model, 5 balls	9.95
Bally Jumbo	12.95
Bally Golden Harvest 10 balls	9.95
Bally Rambler, 10 balls	9.95
Jennings Daily Limit	12.95
Keeney Grand Slam	18.50
Pamco Ballot	18.50
Pamco Chase	18.50
Pamco Red Sails	18.50
Pamco Royal Races	57.50
Pamco Hi-De-Ho	47.50
Rock-Ola Credit	18.50
Sportsman, 10 balls	9.95
Western Winners	77.50

SLOT BARGAINS	Each
Mills 5c Future Play Mystery Blue Fronts with Future Play Indicator on top	$77.50
(For Milco Checks, add $7.50 to the above quotation.)	
Mills 5c Blue Front Mystery Golden Bells or Venders	$69.50
Mills 5c Indian Head Mys. G. V.	54.50
Mills 5c Indian Head Reg. G.B. or G.V.	49.50
Mills 5c War Eagles	49.50
Mills 5c Ext. Mystery Front Vender	59.50
Mills 5c Ext. M.G.B.	59.50
Mills 5c Single JPB	17.50
Mills 5c Sky. Jackpot Bells or Venders	47.50
Mills 5c Gooseneck Double JP FOKS	22.50
Mills 5c Bell with Twin Comet Front	22.50
Mills 10c Blue Front Mys. Golden Bells or Venders	69.50
Mills 10c Indian Head Mys. Golden Bell or Vender	57.50
Mills 25c Indian Head Reg. Golden Bell or Vender	54.50
Mills 1c B.F.M.G.V.	49.50
Mills 1c Reg. G.V.	31.50
Mills 1c Sky. Vdrs.	27.50
Watling 1c Twin JPFOK	32.50

AMUSEMENT GAMES	Each
A.B.T. Autodart	$ 7.00
A.B.T. Archer	12.50
Pacent Bolo	8.00
Buckley Double Nugget with payout register	6.50
Cheer Leader	5.95
Cracker Jack	5.95
Cyclone	6.00
Daval Excel	7.00
Daval Panama	7.00
Exhibit Bonanza	6.00
Exhibit Rodeo	6.00
Hurdle Hop	8.50
Hi-Hand	4.50
Home Stretch	6.00
Jimmy Valentine	6.00
Stratosphere	7.00
Mills Neighbors	5.00
Pamco Broadway	8.00
Rock-Ola Totalite with Payout Register	6.50
Round 'N Round	8.00
Firecrackers	17.50

EXTRA SPECIAL
150 Assorted Games, our selection. No two alike. Five For $14.00

NOTICE: IN ADDITION TO ABOVE, WE HAVE HUNDREDS OF OTHER BARGAINS. WRITE FOR OUR COMPLETE LIST.

TERMS: One-Third Certified Deposit With Order, Balance Cash on Delivery.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

NOTICE! WE ARE CLOSING OUT OUR ENTIRE STOCK

Of Slightly Used Games to the Highest Bidder. These Games Will Absolutely Be Sold in Any Quantity to the Person Offering the Highest Bid.

2 Bally Skippers
1 Pamco Bee Jay
1 Pamco Tout
10 Pamco Saratogas
7 Bally Derbys
4 Pamco Parlays
10 Tri-O-Paks
2 Pamco Galloping Plugs
4 Gottlieb Daily Races
8 Bally Peerless
4 Pamco Red Sails
2 Bally Bonus
1 Pamco Pinchhitter
1 Pamco Leatherneck
9 Bally Jumbos
7 Pamco Chase
2 Bally Golden Harvest
1 Bally Skyhigh
2 Daval Daily Doubles
1 Mills Blue Front Side Vender G. A. No. 372124—5c

Every machine guaranteed to be in perfect working condition and all ready to be set on location. One-third deposit with your order. If not accepted your deposit will be immediately returned.

CAROLINA NOVELTY CO.
216 N. MARTIN ST. ELIZABETH CITY, N. C.

New PAMCO IN ORIGINAL CRATES DE LUXE BELLS ROSEMONT $139 50

Thoroughly Reconditioned PAYOUT AND NOVELTY MACHINES •

GOLDEN WHEEL	*Write for Prices*
BALLY'S PREAKNESS	$67 50
BALLY CAROM	$69 50
PAMCO HEAVY WEIGHTS	$49 50
WESTERN WINNER	$59 50
PAMCO ROYAL RACER	$47 50
KEENEY'S TEN STRIKE	$18 50
PAMCO HI-DE-HO	$39 50
BALLY'S BUMPER 5 Ball	$16 50
PAMCO SARATOGA	$21 50
PAMCO BELLS	$15 50
GOTTLIEB'S SKILL ROLL	$17.50
BALL GUM CASE OF 50 BOXES	$4 95

Write for Complete List of New and Used Games • 1/3 Dep. with all Orders

ACME Novelty Co 23-25 NORTH 12TH. ST. MINNEAPOLIS MINN.

7 10 6 7 12 3 8 5 9 11

WARNING

DON'T ACCEPT SUBSTITUTES!
INSIST ON THE ORIGINAL

H. C. EVANS & CO. originated the Console Games with Illuminated Top, and blazed the path to their present popularity. We have been in production for about a year—at least 6 months ahead of all competition!
The enormous popularity of these games has caused unscrupulous imitators to flood the market with inferior products. DO NOT BE MISLED! DON'T ACCEPT SUBSTITUTES offered by unscrupulous dealers. EVANS Precision Engineered Games are ready for IMMEDIATE DELIVERY. Play safe—get the ORIGINAL! If your dealer does not have them on hand, you can secure immediate delivery from us. Wire or write!

Evans' DE-LUXE PAYOUTS *Unequalled* FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! ● Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

7 TIMES EARNING POWER
7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT
Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD
An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET
Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

GALLOPING DOMINOS
Fascinating Dice Payout

BANGTAILS
Superb Horse Race Payout

ROLLETTO JR.
Automatic Roulette Payout

5c or 25c Play All Models

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE
Ticket Payout Models
Check Payout Models
CONCEALED PAYOUT DRAWER or OPEN CUP Optional

H. C. EVANS & CO.
1522-28 W. Adams St.,
Chicago, Ill.

arns Against Sending Deposits to Strangers

To the Editor: "Some time ago we re- ived a circular letter from one 'Mr. Jack Jordan,' giving the address of 254 Drexel Building, Philadelphia, offering a lot of coin-operated machines for sale. We ordered six machines from him, sending him a $50 deposit.

"The deposit was sent June 28 and he promised shipment that day. As yet we haven't heard from him, and this is one of those things that happen regularly. I put in a phone call for him yesterday and learned that he had left Philadelphia. I also found out that he cashed my money order in Atlanta June 30.

"Today I am turning this over to the postal authorities in Washington, and I am merely writing you so that you may publish it in *The Billboard* and advise all coinmen against sending a deposit to anyone they do not know. This is our first experience along this line and I guess it is worth $50, as we will never do it again as long as we are in business.

"I am sending this letter to all coin machine publications for the benefit of the industry."—Joe Frank, Automatic Sales Company, Nashville.

Variety of Machines Operated by Strong

DETROIT, July 17.—William (Bill) Strong, of Saginaw, Mich., is one of the best known operators in that former lumber center of Michigan, which is now a thriving industrial city. Strong's routes cover the whole territory and extend considerably beyond the city limits as well. He is said to operate just about everything in the coin-controlled machine line. He is, in fact, ready to give a location owner his choice of just about anything he wants.

Planning to develop a more stable type of machine operation, Strong is placing a sizable order for a route of Jennings advertising scales which will, he believes, result in steady income regardless of temporary conditions in other fields of operation.

5 PENNIES ON DUCK
PACKAGE of CIGARETTES
DUCK SOUP
1c GAME

— Protect Your Route Without Delay —

1c Skill Game

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn $2.00 to $10.00 Daily.

- ● CLEVER
- ● NOVEL
- ● ORIGINAL
- ● PROFITABLE

'Watch the DUCK Dive'

PRICES
For a Limited Time.
Sample (one only) .$1.50
Lots of 6, 1.30
Lots of 12 1.20
½ dep. with order, bal.C.O.D.

STAR SALES CO.
3921 Wayne Ave.,
Kansas City, Mo.

No Personal Checks, Please

5¢
PLAY BALL
LIBERAL PAY-OFF
5¢
80%
80%

$25.00
LOWER PART
LOWER PART

THERE IS NO END!

to the amount of "Play Ball" sales we will make before the season ends! The greatest salesboard ever made. . . . Outselling the jar deal, a 2280-hole board, tip-style tickets, 80% payout, average profit, $25.00 premiums, beautiful accompanying payout card with miniature baseballs. Made in 5c and 10c deals. Write today!

2280 Holes @ 5c...$114.00
Pays out (average) . 75.94

Profit (average) ...$38.06
10c board takes in:
2280 holes @ 10c..$228.00
Pays out (average). 157.97

Profit (average) $70.03
Thick board with easels, lacquer finish, cellophane wrapped.

Write for Scoops, 16 - Page Trade Paper. The only salesboard trade paper in the U. S.

You'll make a hit in your community with our fund-raising series deals. Write for particulars!

SUPERIOR PRODUCTS, Inc. DEPT. C
14 N PEORIA ST.
CHICAGO

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.
H. C. Evans & Co.
Groetchen Mfg. Co.
D. Gottlieb Co.
A. B. T. Co.
Exhibit Supply Co.
Daval Mfg. Co.
Western Equip. Co.

KEYSTONE NOV. & MFG. CO.
26th and Huntingdon Sts.
PHILADELPHIA, PA.

They're setting 'em up

Pacific's

PHANTOM

Today you'll see one . . . tomorrow five . . . Saturday fifty! Operators are setting up *Phantom* as fast as they can. One here, another there, and soon the territory will be covered. Get in on this great payout game — the greatest of the year.

FEATURES: 5 sets of odds . . . a top of 40 to 1 . . . a flashograph race track . . . eight selections of horses . . . a fast playing field with bumpers grouped in two's. Phantom is making the *big* profits today. Get yours now!

$159.50

● Special operator's folder shows 8 Pacific Products. Two pay tables—a new novelty game — three deluxe *consoles*— Pacific's *Ball Game*— and Pacific's *Gum Merchant*. It will pay you to see and read this beautifully colored broadside Tells what to use in every kind of location.

Write or wire today for your copy of "Pocket Folder" on Pacific's complete line.

Everything for Everywhere

PACIFIC
MFG CORPORATION
4223 LAKE ST., CHICAGO • *Los Angeles Office: 1320 So. Hope St.*

Small Store Best Location, Says Rohr

DETROIT, July 17.—"The most profitable type of locations I have had for my own routes," revealed L. V. Rohr, owner of one of Detroit's oldest jobbing houses, "has been the small neighborhood shop in some outlying district. Usually these are men I have dealt with for the last 10 or 12 years with gum, nut and candy machines. When pin games became popular I was able to install them in these locations on a profitable basis. I can even give these men the keys to the machines and I know I'll get every cent that is coming to me. That is the way I like to do business.

"Seventy-five per cent of my business is in merchandise vending machines. There's more profit in a $1-a-month net return on a small gum machine than in a much greater return from a $75 amusement game. A gum machine, for instance, put in 10 years ago and kept properly serviced is still good for a steady patronage. Novelty games don't last that way, as operators know.

"I have given up all downtown locations for pin games," he continued. "I prefer to operate on a maximum percentage of 64 per cent, but competition has forced the rate up in the downtown section so that location owners are getting 85 to 90 per cent of the proceeds. Hotels seem to get about the highest percentages of all. One operator undercutting the other to get a location started the whole thing, but conditions now look like the end of a price war is in sight.

"I'd like to see a three-month holiday forced on pin games with no machines allowed to operate during that time. I think that would drive out the operators who give these high percentages and leave a better chance for the legitimate operator."

"Duke" Sterner Joins Ideal Novelty's Staff

ST. LOUIS, July 17.—L. H. (Duke) Sterner, formerly with the Coin Machine Exchange, Springfield, Mo., joined the ranks of the Ideal Novelty Company here this week in the capacity of office manager and route supervisor.

Carl F. Trippe, owner and manager of the Ideal firm, believes Sterner's long experience in the coin machine game will be a valuable asset to his firm.

EXCHANGEMEN——

(Continued from page 3)

negotiations are completed affecting those employees upon which the film companies and IA have agreed.

When and if negotiations on basic matters are completed by August 15, a general conference will be called to set general standard provisions of each agreement.

New York City film exchange employees' contract is now ready for negotiating the early part of next week. In those departments with which the IA is particularly concerned, organization is practically 100 per cent.

REAL LOW PRICES!

BUMPERS	$19.50
BOOSTERS	24.50
GOTTLIEB'S 21	34.50
HOME RUN	19.50
WIZARDS	12.50
SEQUENCE	12.50
SCOREBOARD	24.50

1-3 CASH WITH ORDER, BALANCE C. O. D.

SUPREME
VENDING COMPANY, INC.
64 ERASMUS ST., BROOKLYN, N.Y.

THE WORLD'S FINEST
Shiek Brand
PISTACHIO NUTS
Best Tasting ● Best Quality
Write for Samples and New Lower Quotations.
American Cigarette Machine Co.,
1349-51 Fifth Ave., Pittsburgh, Pa.
974 Michigan Ave., Buffalo, N. Y.

ROYAL DEPENDABLE GAMES!
SPECIALS!
PRICED TO SELL!
Reconditioned 10 Ball Automatics

BONANZA | GOLDEN HARVEST
COCKTAIL HOUR | WALL STREET

Your Choice $10.00

Reconditioned 5 Ball Automatics

REDMAN	$19.50	SKY HIGH	12.50
REDWOOD	15.00	TRAFFIC	7.50

1-3 Deposit with order, Bal. C. O. D.
WRITE FOR LATEST PRICE LIST!

ROYAL
COIN MACHINE CO.
2212 N. WESTERN AVE. CHICAGO, ILL.

GERSHWIN FUNERAL——

(Continued from page 4)

the removal of a brain tumor. His brother, Ira, who wrote lyrics for his music, was at the bedside. The composer had been on the Coast working on nine compositions for *The Goldwyn Follies* and had completed five.

His musical career started at the age of 12 when he took his first piano lessons. In later years he worked as plugger in Tin Pan Alley. His fame lay in the dignity he brought to jazz and modern composition, and in such compositions as his *Rhapsody in Blue* and the opera *Porgy and Bess*.

Besides his brother, Ira, he leaves his mother, Mrs. Rose Gershwin; a sister, Mrs. Leopold Godowsky Jr., and another brother, Arthur. He was a member of the American Society of Composers, Authors and Publishers, the Lambs' Club and the Bohemians.

RECONDITIONED—Ready to OPERATE

Dance-master	$49.50	Carom	$79.50
De Luxe Dance-master	95.00	Turf Champs	49.50
Duck Set	39.50	Preakness	75.00
Tycoon	11.50	Daily Races (Myst.)	37.50
Jockey Club	115.00	De Luxe "46"	9.50

1/3 Deposit, Balance C. O. D.
Watch for Our Opening in Our New Location.
MC CALL NOVELTY CO.
2230 PINE ST. ST. LOUIS MO.

SLOT MACHINE
OPERATORS
HERE IS A CHANCE TO SAVE FROM $15.00 TO $27.50 ON EACH OF THE FOLLOWING FLOOR SAMPLES.
2—5c and 2 10c CHIEFS.
2—5c and 2 10c BLUE FRONTS.
At $77.50 Each While They Last.
We carry the finest Selection of good used Slots at all times, so write us and let us know what type Slots you want.
We will take your late model Wurlitzers in trade on any type Slot you may be interested in.
1/3 Deposit, Balance C. O. D.
BAUM NOVELTY CO.
"The House of Quality,"
2012 Ann Avenue, ST. LOUIS, MO.
(Phone: Grand 7499.)
When in Our City, Pay Us a Visit.

DISCHARGED WPAERS—

(Continued from page 4)

sion of the City Projects Council stated the case for the discharged workers as follows:

"Last week 1,700 actors and entertainers were left stranded by a single producer. That producer was Uncle Sam himself, who decreed that the biggest show on earth, the WPA Federal Theater Project, should be cut by 30 per cent.

"Broadway needs no psychic vision to foresee the specter of 1,700 hungry troupers storming its gates for jobs that do not exist. Last Friday hundreds of dismissed Federal Theater workers applied to every known theater employment source, but there was not even one job to be had.

"Way back in 1927-'28 Equity reported that only 30 per cent of its 8,500 workers were employed, 79 per cent of these marvelously fortunate souls working less than nine weeks. Since that 'prosperity' year the percentage has become even more deplorable.

"Federal Theater tried to stem this disastrous tide. It was beginning to succeed. Five thousand seven hundred workers produced 1,400 plays, giving a total of 45,000 performances. Now, at the apex of its young career, the Federal Theater is struck down. Successful shows are run off the boards. *Power*, a triumph of national scope, is closed. *Professor Mam*[illegible], a social drama of unsurpassed intensity, is quietly scuttled. *The Cradle Will Rock*, done by a Federal Theater unit that has never known failure, is legislated off the production list.

"There is diabolic intent about all this. One thousand seven hundred firings, indiscriminate show closings, general demoralization, all point to the eventual wrecking of the Federal Theater unless the one ray of hope for these harassed workers should materialize.

"That faint augury of salvation is the Schwellenbach-Allen Bill, now in the House Appropriations Committee. This would continue WPA at full strength until everyone can be absorbed into private employment and would continue union wage rates so that the WPA would not undercut the wage standards of organized labor.

"You don't have to be told what this means to the theater.

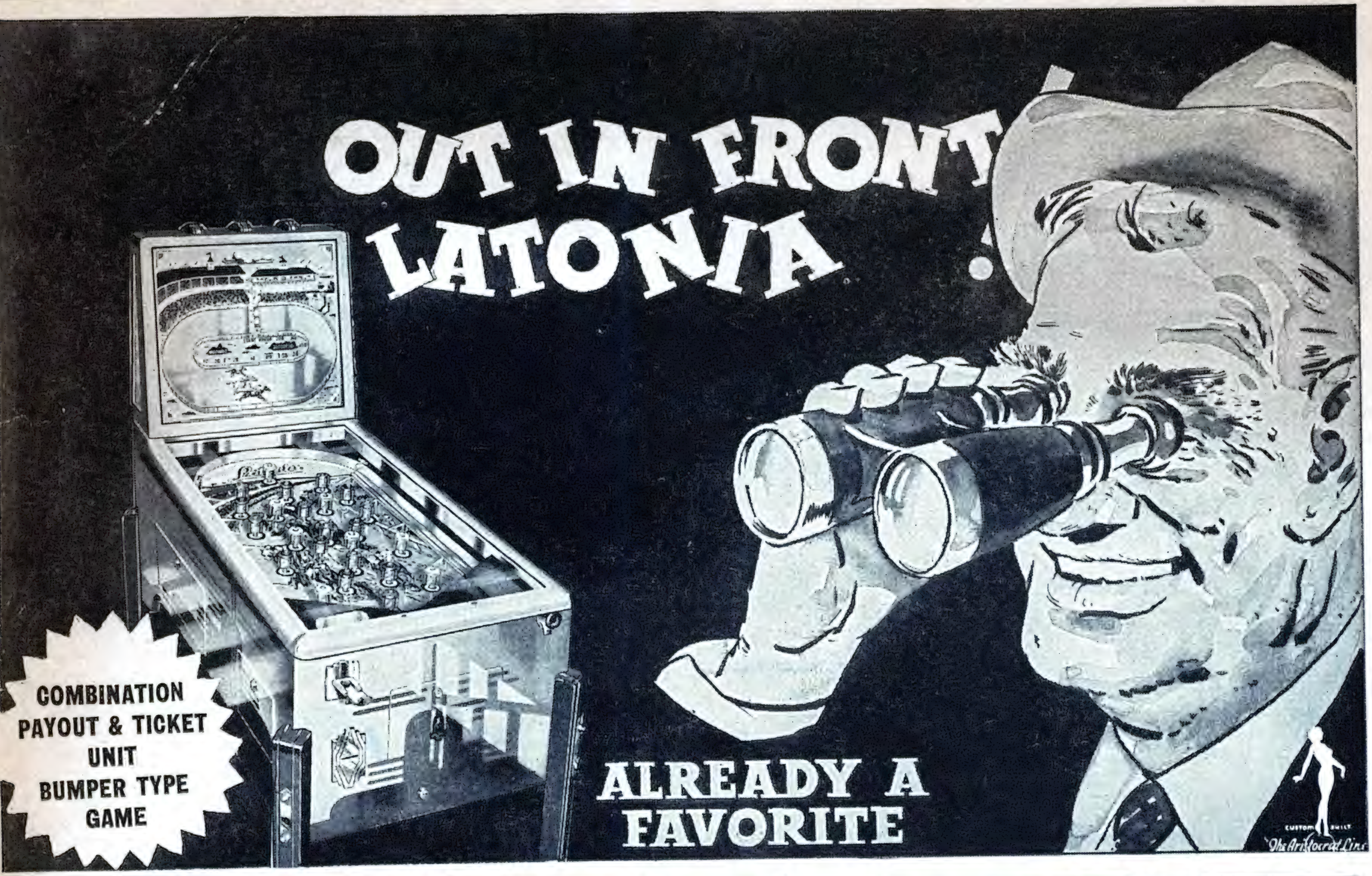
"If you are a producer you know there are no jobs to give these thousands of hungry workers. If you are an actor you know that you simply cannot stand this murderous competition. In short, if you are at all conversant with the desperate situation in the theater you cannot but approve of the Schwellenbach-Allen Bill. Write and telegraph to the House Appropriations Committee, demanding that it be reported favorably out of committee."

WAR OVER——

(Continued from page 3)

in the Fulton, which was scheduled to open as a two-a-day house this Friday, but the opening has been called off. Both operators said that they cannot compete with such houses as Loew's State and the Paramount. Apollo opened yesterday with an elaborate show and the Oriental is due to open this Wednesday with a colored policy.

A checkup on the shows is being made by the mayor's censorship board thru Sam A. Scribner, who is executive secretary of the board. Scribner is assisted by Fred Sears. Very little censorship was necessary, as the shows were living up to the letter of the agreements signed by the operators. Only nudity is in the posing numbers, which has been okehed, while the dialog has been scrubbed clean.

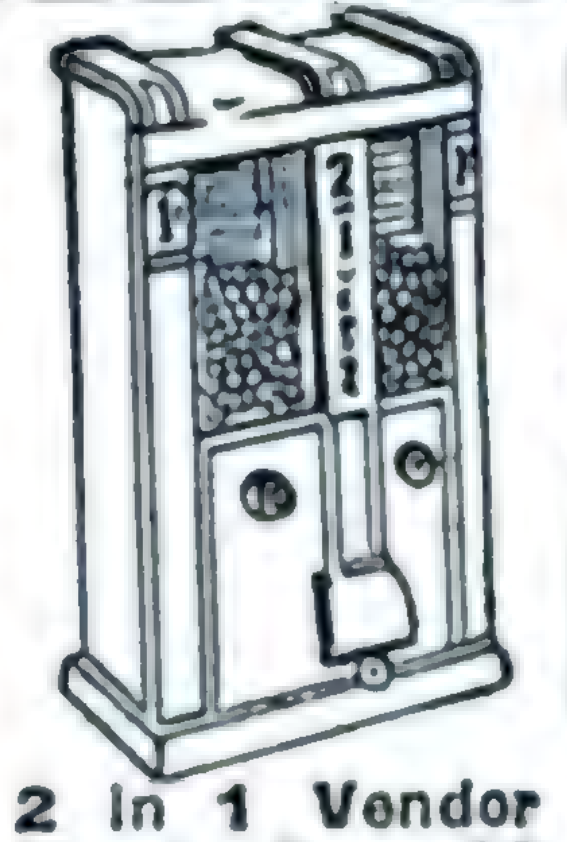

OUT IN FRONT LATONIA
COMBINATION PAYOUT & TICKET UNIT BUMPER TYPE GAME
ALREADY A FAVORITE
Latonia

STONER CORPORATION
Aurora, Illinois

Johnson Reports Good Biz in East

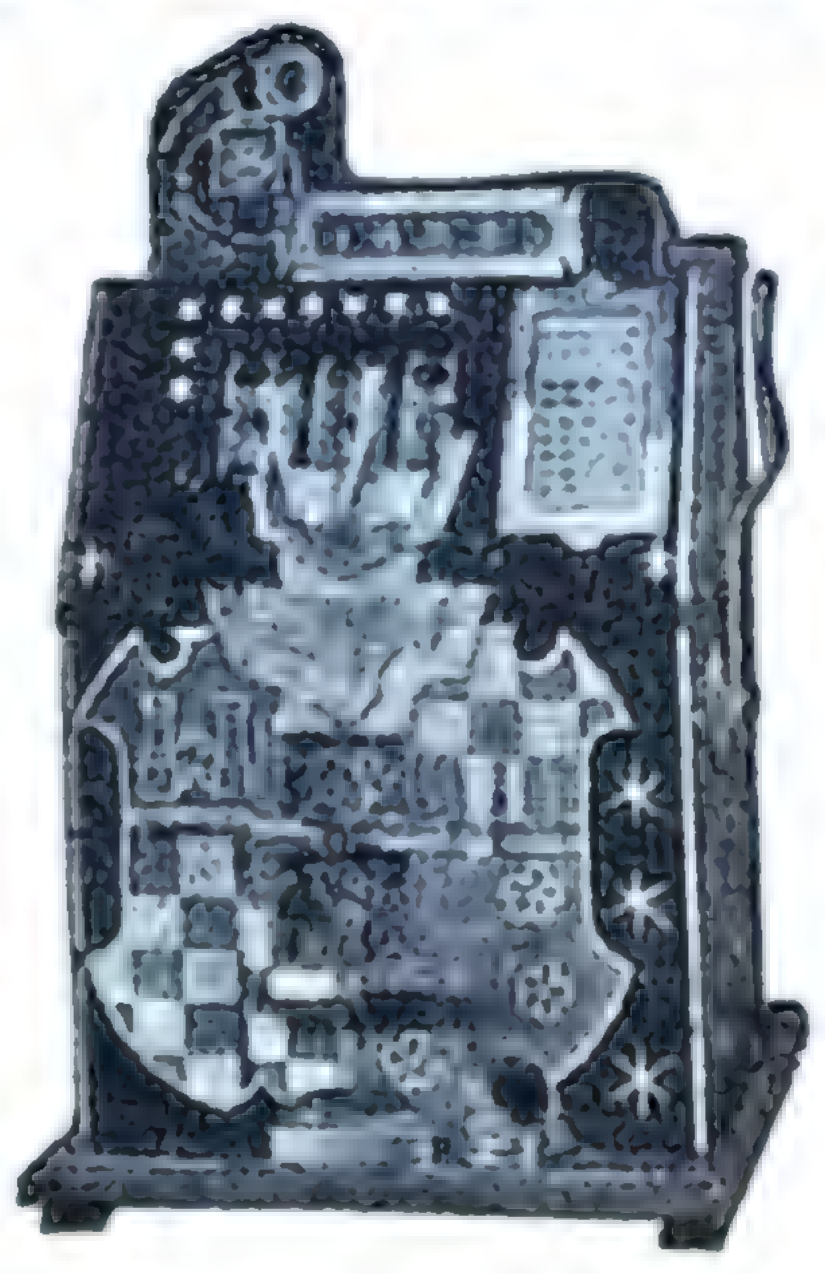
CHICAGO, July 17.—Jimmy Johnson, vner of the Western Equipment and pply Company, Chicago, returned rly this week to his Chicago offices ter a short visit in the East. While ere he visited with various Western stributors, renewing the contacts made a short time before by Sales Manager Hugh Burras.

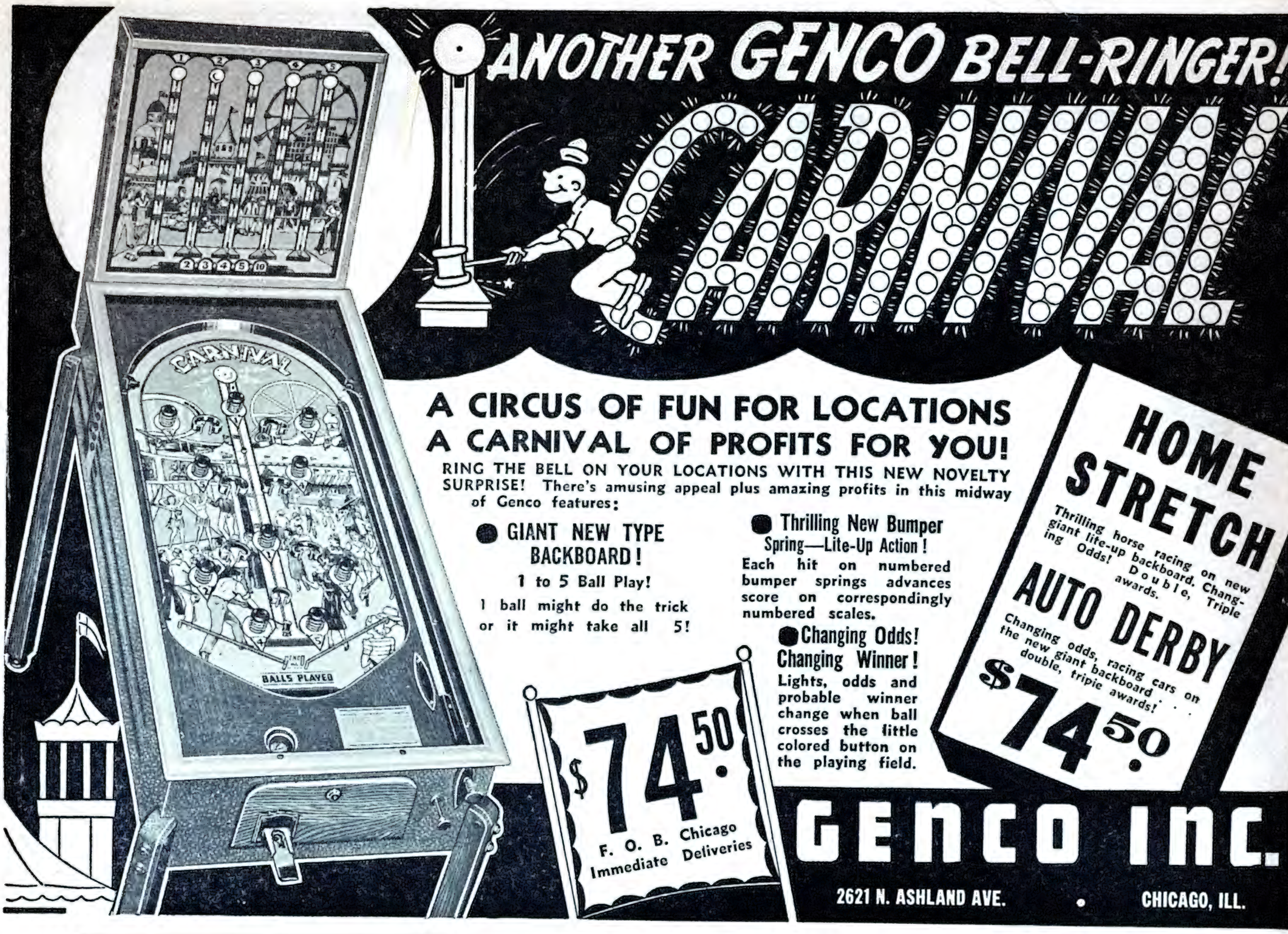
Johnson reports summer activity in the East as holding up marvelously well, and he adds that there is a growing interest in the recent Western releases, Air Derby, Preview and The Winner. He revealed that in addition to the orders brought back to Chicago by Burras and phoned in by himself while in New York he also brought back with him an imposing volume of reorders.



STONER'S
IMMEDIATE! DELIVERY • DAYTONA ...$64.50
LATONIA $162.50
BOWLING GAMES AT BARGAIN PRICES!
5 9-FT. ROLL-A-BALL ....$45.00 Each
5 14-FT. WURLITZER SKEE BALL... 69.50 Each
WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.
2 In 1 Vendor Vends Over 20 Different Items.
Steady Money Maker.
D. ROBBINS & CO. 1141-B DEKALB AVE BROOKLYN, N.Y.

BATTERY OF WURLITZER SKEE BALL GAMES at Kennywood Park, Pittsburgh. Public response was immediate and encouraging. A. B. McSwigan is Kennywood president.


SLOT SPECIALS
Brand New and Super-Reconditioned!
— NEW —
Watling Rol-A-Top, Gold Award, Wonder Bell and Wonder Vender. 5c, 10c and 25c Play. Each
$65.00
—RECONDITIONED—
Mills Blue Front, Dark Sides, 5c. 345899 and higher, each, $59.50. With Light Sides, 5c Play. 361590 and higher. Each, $65.00.
— NEW —
Jennings Chief, 25c Play, $75.00. Jennings Chief, Side Vender. 5c Play, $79.50.
—RECONDITIONED—
Mills Golden Bell, 5c and 25c, 300486 and higher. Each, $52.50. Mills Q.T. (Cherry Reels), 5c Play. All late serial numbers. Each, $39.50.
JENNINGS VICTORIA ESCALATOR, 5c, 111046 and higher. Each..............$32.50
JENNINGS CENTURY, 5c, 112733 and higher. Each........................ 34.50
TERMS: One-Third Deposit With Order (Bank Exchange or Money Order). Balance C. O. D. Prices F. O. B. Dallas.
WRITE FOR OUR COMPLETE LIST OF RECONDITIONED AND NEW PIN GAMES, COUNTER GAMES, DIGGERS, SLOTS, ETC.
ELECTRO-BALL CO., Inc. 1200 Camp, DALLAS



ANOTHER GENCO BELL-RINGER!

CARNIVAL

A CIRCUS OF FUN FOR LOCATIONS
A CARNIVAL OF PROFITS FOR YOU!

RING THE BELL ON YOUR LOCATIONS WITH THIS NEW NOVELTY SURPRISE! There's amusing appeal plus amazing profits in this midway of Genco features:

- GIANT NEW TYPE BACKBOARD! 1 to 5 Ball Play! 1 ball might do the trick or it might take all 5!
- Thrilling New Bumper Spring—Lite-Up Action! Each hit on numbered bumper springs advances score on correspondingly numbered scales.
- Changing Odds! Changing Winner! Lights, odds and probable winner change when ball crosses the little colored button on the playing field.

$74.50
F. O. B. Chicago
Immediate Deliveries

HOME STRETCH
Thrilling horse racing on new giant lite-up backboard. Changing Odds! Double, Triple awards.

AUTO DERBY
Changing odds, racing cars on the new giant backboard . . . double, triple awards!

$74.50

GENCO INC.
2621 N. ASHLAND AVE. • CHICAGO, ILL.

WURLITZER P-12 Perfect Condition $124.50
SINGLE—$134.50. Lots of 10

KEENEY BOWLETTES $69.50 ● USED BUMPER GAMES

USED PAYOUTS, PERFECT CONDITION, $49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

Ginger
TOKEN PAYOUT

Thousands of Locations are waiting for this fascinating Cigarette or Baseball Game, which automatically dispenses a Token whenever a winning combination is lined up.

Be the first one in your territory with the new GINGER Token Payout.

Get all the profits you are entitled to by having a positive check on receipts and Payouts.

GINGER is 100% reliable — you must be pleased or your Money will be refunded.

PENNY OR NICKEL PLAY
RUSH YOUR ORDER TODAY

PRICE ONLY
$36.50
EACH

GROETCHEN TOOL COMPANY,
130 NORTH UNION STREET
CHICAGO, - - U. S. A.

Is Your Subscription to The Billboard About To Expire?

Lemke Praises Ray Rifle Guns

DETROIT, July 17.—"Ray Rifle Guns have met with the greatest success of any machines in my experience of operating," Henry C. Lemke, of the Lemke Coin Machine Company, said this week. "Our own orders have been so large that the factory is three weeks behind in shipping new machines to us. We can't obtain Eagle Eyes fast enough. The future of the guns looks mighty promising.

"Pin games, however, appear to be passe locally," he continued. "I haven't bought a new game in the last two months. I think one trouble that has contributed to this decline is the fact that too many new models have been brought out by different manufacturers at one time. I have had different location owners ask for as many as three new machines in a week because they were so confused over the different models brought out."

Tournament Game Has New Action

CHICAGO, July 17.—The rebound qualities of rubber are put to full use in the new Tournament table game recently placed on the market by Mills Novelty Company. A thick, heavy cushion of rubber runs around all the bumpers and is also used to line all sides of the playing field. According to the maker, this gives the game far more bounce than any metal springs could possibly do. A new heavy type of rubber is also being used in the game, they state.

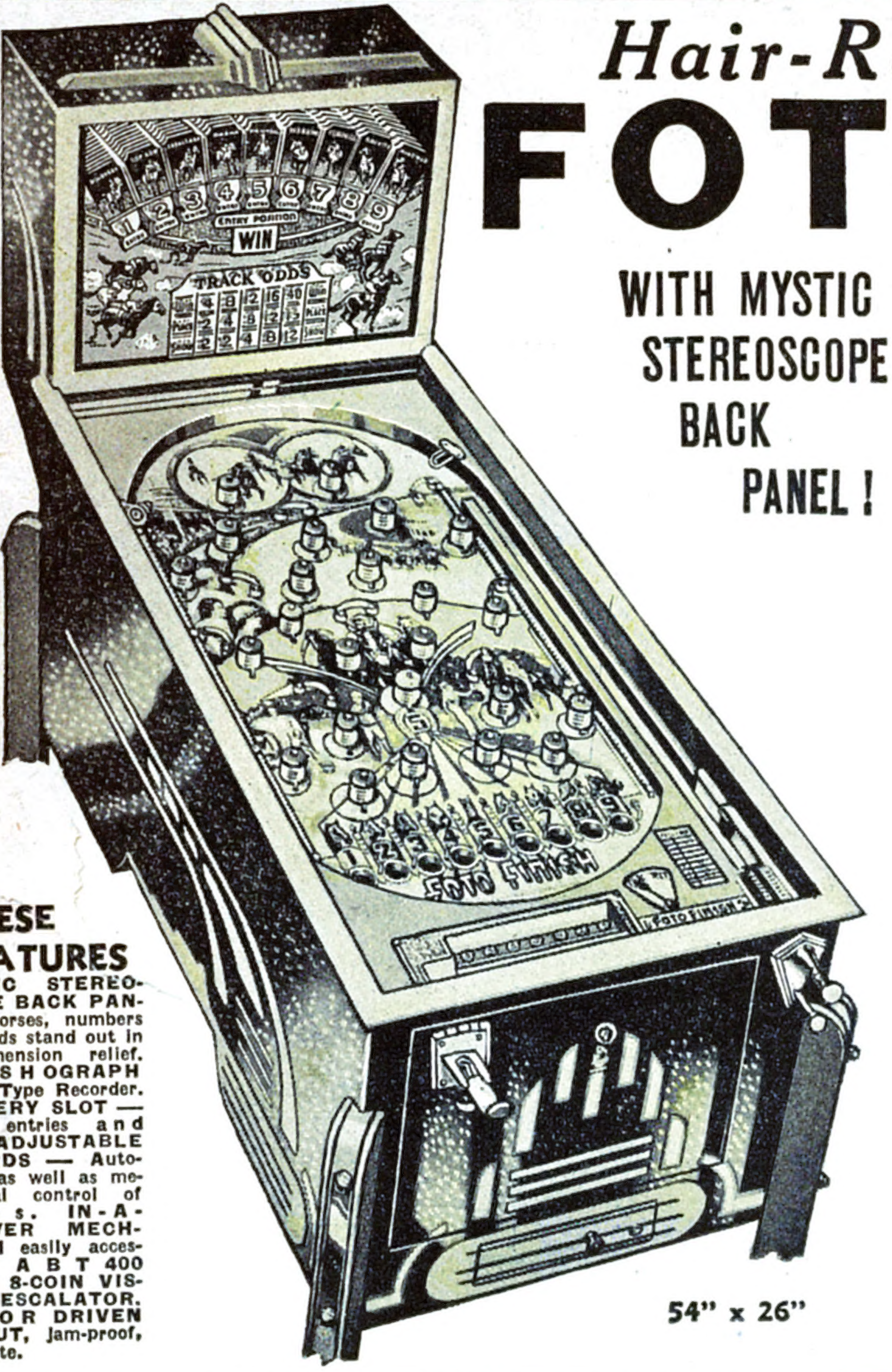
Since the first announcement of the game, the trade's response has been unusual, Mills officials report. "Operators quickly recognized that the wealth of ideas in design built into Tournament would provide a rich appeal to players. The huge variety of scoring reward cards gives every operator ideas for using the games. He can adapt each game to any particular location and also to pep up the play wherever interest in games may have been allowed to ebb thru the use of unattractive games.

"A new type of layout is provided to give the bumping action new meaning. By the use of the chrome-plated steel playing panel it is given flash and a suspense that all players like. The strongest possible appeal to the player is made thru the use of at least five definite points at which to shoot to pile up a high score. Operators have reported that this varied appeal is a winning feature in every location."

The Tournament table is described as having an artistic cabinet, bright scoring box, automatic scoring register, tilt and game complete notices. Its marvelous action is said to be the winning feature with all types of players.

STERN DISTRIBUTORS
FOR
ONER CORPORATION
RA. ILLINOIS
Successful Ga
STONER Game
are Perfect

IRVING MITCHELL, of D. Robbins & Company, demonstrating Stoner's Daytona table game to New York operators.



Hair-Raising Turf Thriller!

FOTO-FINISH

WITH MYSTIC STEREOSCOPE BACK PANEL!

1-BALL BUMPER-SPRING PAYOUT

For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit---it's like a grand stand seat at the most thrilling of all races!

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump advances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

THESE FEATURES

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. **FLASHOGRAPH** Movie Type Recorder. **MYSTERY SLOT** — picks entries and odds. **ADJUSTABLE AWARDS** — Automatic as well as mechanical control of odds. **IN-A-DRAWER MECHANISM** easily accessible. **A B T 400 SLOT; 8-COIN VISIBLE ESCALATOR. MOTOR DRIVEN PAYOUT,** jam-proof, accurate.

54" x 26"

$169.50

Ticket Game, $10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra

OPERATORS JOBBERS DISTRIBUTORS!

Please be patient! We are making delivery as fast as possible. To take care of your orders, we have stepped up production to the maximum without sacrificing quality, and orders are being filled at top speed!

D. GOTTLIEB & CO., 2736-42 N. Paulina St.
CHICAGO

Fever for Gambling

Less important than a head-on colli-
n between the State Supreme Court
d a local district judge concerning an
ort to suppress alleged slot-machine
mbling is the very evident fact that
country is now being swept by the
atest mania for gambling the present generation has ever seen.

More discouraging than the attitude of a single district judge to the forces of civic righteousness is the fairly evident fact that many people and possibly a clear majority of the people consider many forms of downright gambling a harmless procedure.

Not since the old and malodorous Louisiana lottery was driven from the States has there been such a widespread demand for the legalization of other lotteries. In more than one legislature serious efforts have been made to make lotteries legal. Even Congress has received a bill providing for the legalization of lotteries on a national scale.

Meanwhile there is a considerable demand thruout the country for the creation of lotteries to pay a part of the prodigious expenses of government. Meanwhile also a growing number of people are demanding that the restrictions upon all forms of gambling be removed.

Naturally, if a majority of the people ever come to look upon open gambling with approval, the laws forbidding gambling will be repealed speedily or nullified by neglect. For with gambling as with the prohibition statutes, the will of the majority is the supreme law.—(Editorial in *The Daily Oklahoman*, July 13, 1937.)

You Aint Seen Nothin' Yet!

DERBY CONSOLE

BY

GOTTLIEB

Models on Test Locations Are Creating a Furor!

RGAINS FROM DAVE MARION

B. T. Pistol Targets. Ea.	$14.75
nny Packs (Repainted and ffed, like new). Ea.	7.50
umbos. Ea.	8.50
olden Harvest	9.50
eerless	14.50
ky High	12.50
ce	7.00
lls 1c Q. T. Venders. Ea.	24.50
estern Winner (Like new)	72.50
ls 5c Ext. Front Venders. Ea.	44.50
is 5c Ext. Bell	43.50
ls 10c Ext. Bell	44.50
ls 10c Ext. Side Vender	44.50
s 5c Blue Fronts. Ea.	52.50
s 25c Blue Fronts. Ea.	52.50

rd deposit required. Write for July
list. Jobbers let us quote you.
ON COMPANY, Wichita, Kansas.

TOCK ALL BALLY PRODUCTS

eel, Ticket, $179.50; Classic, Ticket,
rlington, Ticket, $172.50; Turf Champs,
for Price. Used, $67.50. Ball Park,
9.50; College Football, Derby Day, with
h, $67.50. Advance Cigarette Ma-
s 120 packs, were $49.50; now $19.50.

EHIGH SPECIALTY CO.,
nd and Green, Philadelphia, Pa.

New Detroit Jobber Opens for Business

DETROIT, July 17.—Max Falk, formerly store manager of the O. D. Griffin Company, has resigned in that capacity and has formed the Falk Sales Company. He has established headquarters at 2678 Pingree avenue and is carrying on a general jobbing business.

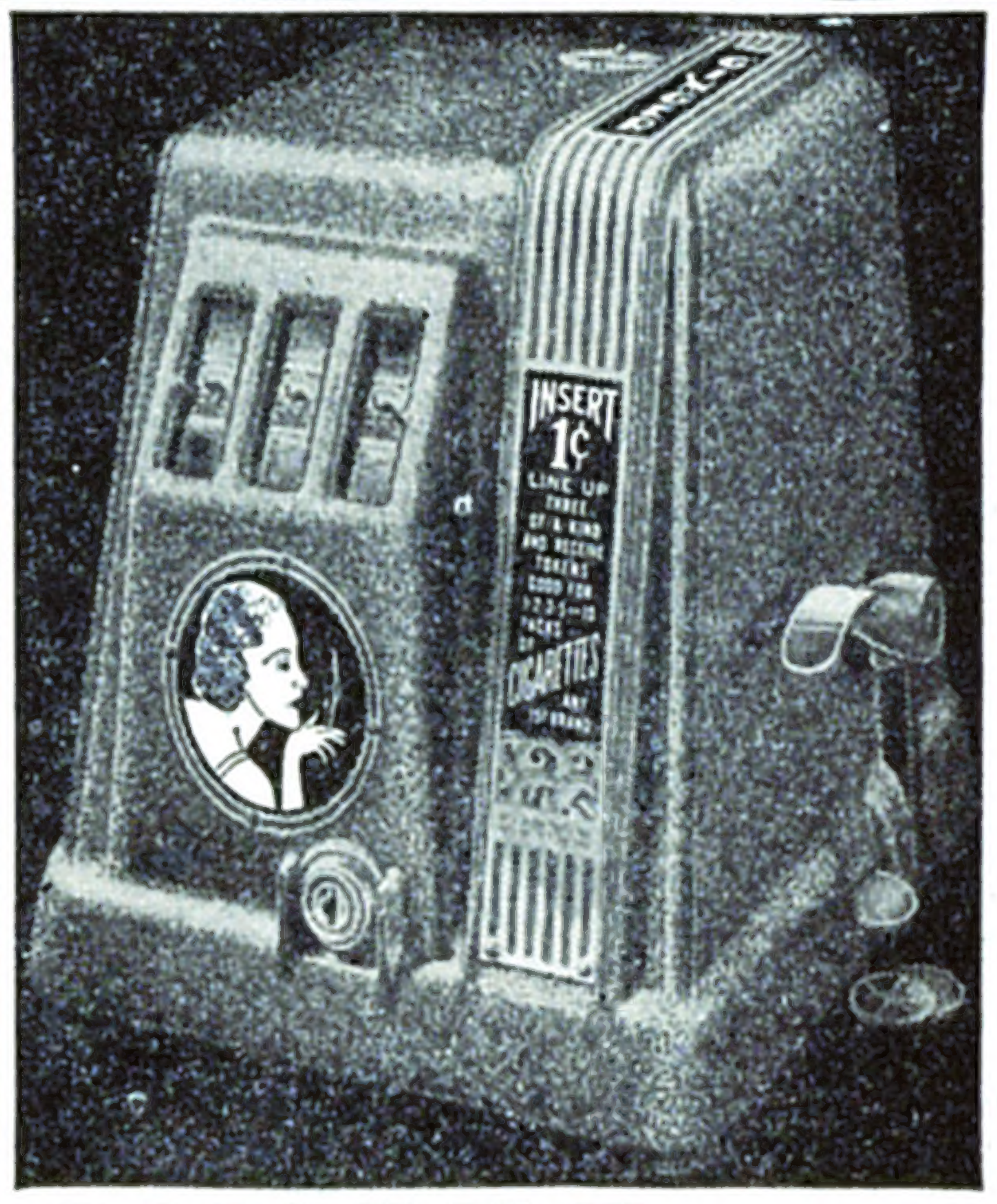
He is specializing in jar deals at present, carrying various lines which are already selling well in this territory. In addition he is operating a route of machines of various types. A complete line of Pacific gum venders will also be put out in co-operation with the Lemke Coin Machine Company, with which he has an affiliation. The machines will cover a wide territory and may become a major operating factor in the city, it was indicated.

PRESS TO HOLD
DRAW

ROYAL FLUSH 32.50

Selective Draw Poker Machine With Plenty of Suspense and Surprise.

BALL GUM 15c a Box (100 Pieces)
Case Lots (100 Boxes), $12.00.



GINGER 36.50

Master Built Automatic Cigarette Token Payout Machine. 1c and 5c Play.

1/3 DEPOSIT, BALANCE C. O. D.

SICKING MFG. CO. 1922 FREEMAN AVE.
CINCINNATI, OHIO

MARBLE GAMES

NOW OPEN

SLOT MACHINES

OHIO'S FINEST and MOST COMPLETE SHOWROOM
DISPLAYING ALL KINDS OF
COIN-OPERATED MACHINES

WE DO NOT OPERATE — WE SELL ONLY

PHONOGRAPHS

STANDARD SALES CO.
COR. PARKWAY and ELM ST., CINCINNATI, OHIO

SALES BOARDS

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

BUMPER BOWLING

OUTSHINES-OVERSHADOWS and TAKES THE PLAY AWAY FROM ANY GAME ON ANY LOCATION!

BUMPER BOWLING is bringing BIG PROFITS EVERYWHERE!

LEGAL—because it's manually operated with REAL SKILL play features! BETTER—because it attracts immediate attention and dominates any game on any location! STEADIER—because of mystery score action, "mirro-flash" Daval backboard, giant size bumpers, speedy play with LAST SECOND SUSPENSE and LONG LIFE PROFITS! NECESSARY—because it meets the demand of operators everywhere in the country, EVEN IN CLOSED TERRITORY, for a big money-making skill game! "PROVEN before it's SOLD" — that's the DAVAL way!

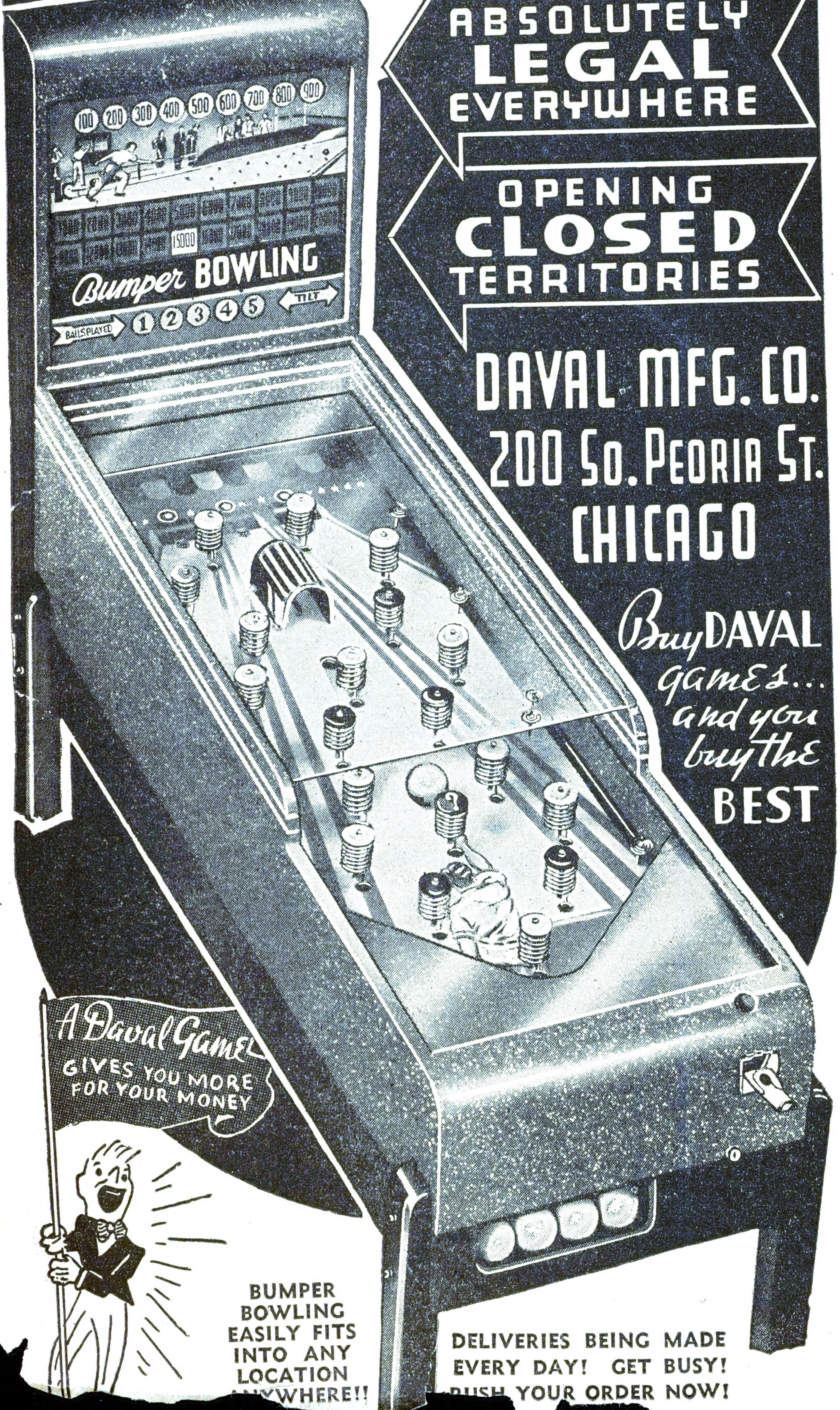
WRITE
for
PRICES
and Full Details

ABSOLUTELY LEGAL EVERYWHERE

OPENING CLOSED TERRITORIES

DAVAL MFG. CO.
200 So. PEORIA ST.
CHICAGO

Buy DAVAL games... and you buy the BEST



BUMPER BOWLING EASILY FITS INTO ANY LOCATION ANYWHERE!!

DELIVERIES BEING MADE EVERY DAY! GET BUSY! RUSH YOUR ORDER NOW!

CARL TRIPPE Price Plus Guaranteed Satisfaction

Always! A SQUARE DEAL WITH IDEAL

Missouri and Southern Illinois Distributors for

BALLY MFG. CO.

Mercury	$ 69.50
Classic	169.50
Arlington	$162.50
Bally Bells	249.50

BARGAINS IN GUARANTEED USED MACHINES

AUTOMATIC GAMES

Ace	$ 7.50
All Stars	12.00
Bally Derby	22.50
Bonus	12.50
Bonus (1 Ball Tkt.)	15.00
Blue Bird	25.00
Booster (Keeney)	12.50
Bumpalite	57.50
Bumpalite (Tkt.)	59.50
Challenger	17.50
Challenger (1-Ball Tkt.)	19.50
Double Header	29.50
Double Score	7.50
Carom	89.50
Gold Rush	$ 6.50
Grand Champion	17.50
Grub Stakes	45.00
Heavyweight	65.00
Jumbo (1 Ball)	7.50
Jumbo (1 Ball Tkt.)	10.00
Majestic Tkt.)	11.00
Mazuma	60.00
New Yorker	6.00
Pamco Parlay Jr.	7.50
Pamco Parlay (Tkf.)	17.50
Peerless	10.00
Preakness	75.00
Prospector	7.50
Put 'N Take	$ 6.00
Reliance (Dice)	22.50
Rocket (New Model)	6.00
Round Up	11.50
Round Up (Tkt.)	13.50
Royal Races	60.00
Skipper	32.50
Sky High	12.50
Smash 'Em	35.00
Sportsman	7.50
Sunshine Derby	12.50
Top Row (1 Ball Tkt.)	13.50
Trap Lite (1 Ball Tkt.)	17.50
Turf Champs	55.00

NOVELTY GAMES
(Straight Pin Games—Lots of 10 or more 5% Off).

Auto Flash (Tape)	$ 5.00
Bally Bumper	24.50
Bally Booster	29.50
Double Action	19.50
Big Shot	3.00
Beacon	3.00
Bolo	7.50
Criss Cross A Lite	3.00
Cue, Sr.	3.00
Fair Play	3.00
Fifty-Grand	5.00
Fire Cracker	$25.00
Gateway (10 Ball Tkt.)	5.00
Globe Trotter	5.00
Great Guns (Reg. 1 Ball)	3.00
Hunter (Reg.)	6.00
Kings	3.00
Lights Out	10.00
Mad Cap	6.00
Neck & Neck	5.00
Make or Break	29.50
Repeater (1 Ball Free Play)	$ 5.00
Score A Lite	3.00
Skipper	32.50
Skooky	35.00
Rodeo	7.50
Standard (Tkt.)	5.00
Torpedo	4.00
Trap Shot	8.00
Golden Arrow	3.00
Tackle	5.00
Whirl Pool (Tkt.)	5.00

TERMS: 1/3 Deposit with Orders, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST.
ST. LOUIS MO.

Pacific's Phantom Wins New Locations

CHICAGO, July 17.—Said to possess the most unusual combination of play-attracting features ever assembled into a payout table, Pacific's Phantom is winning locations at a rapid pace in every section of the country, according to current reports from Pacific distributors.

"They're setting them up as fast as they can," says Paul Bennett, Pacific sales manager. "Today you'll see one, tomorrow five, Saturday 50. It's the same story everywhere.

"Eight products now comprise the company's complete line, described in a broadside which has just been made available to operators seeking information on what's new and successful in coin machines. The line includes two pay tables, a new novelty game, three de luxe consoles, Pacific's Ball Game and Pacific's Gum Merchant, fulfilling Pacific's promise of 'Everything for Everywhere.' "

The demand for a variety of location equipment of the most productive and profitable kind is leading more and more operators to standardize on Pacific products, according to those with an intimate knowledge of current trends in the coin machine industry, Bennett adds.

Kirk Will Offer New Scale Soon

CHICAGO, July 17.—C. R. Kirk, president of C. R. Kirk & Company, gave out the word this week that his firm would soon place a new scale on the market. A preview of the scale appeared in *The Billboard* July 10 issue, as it is being tested in the Gerber gameroom of the Hotel Sherman. These and other tests, according to Kirk, have indicated the immense appeal which such a new departure in scales will have.

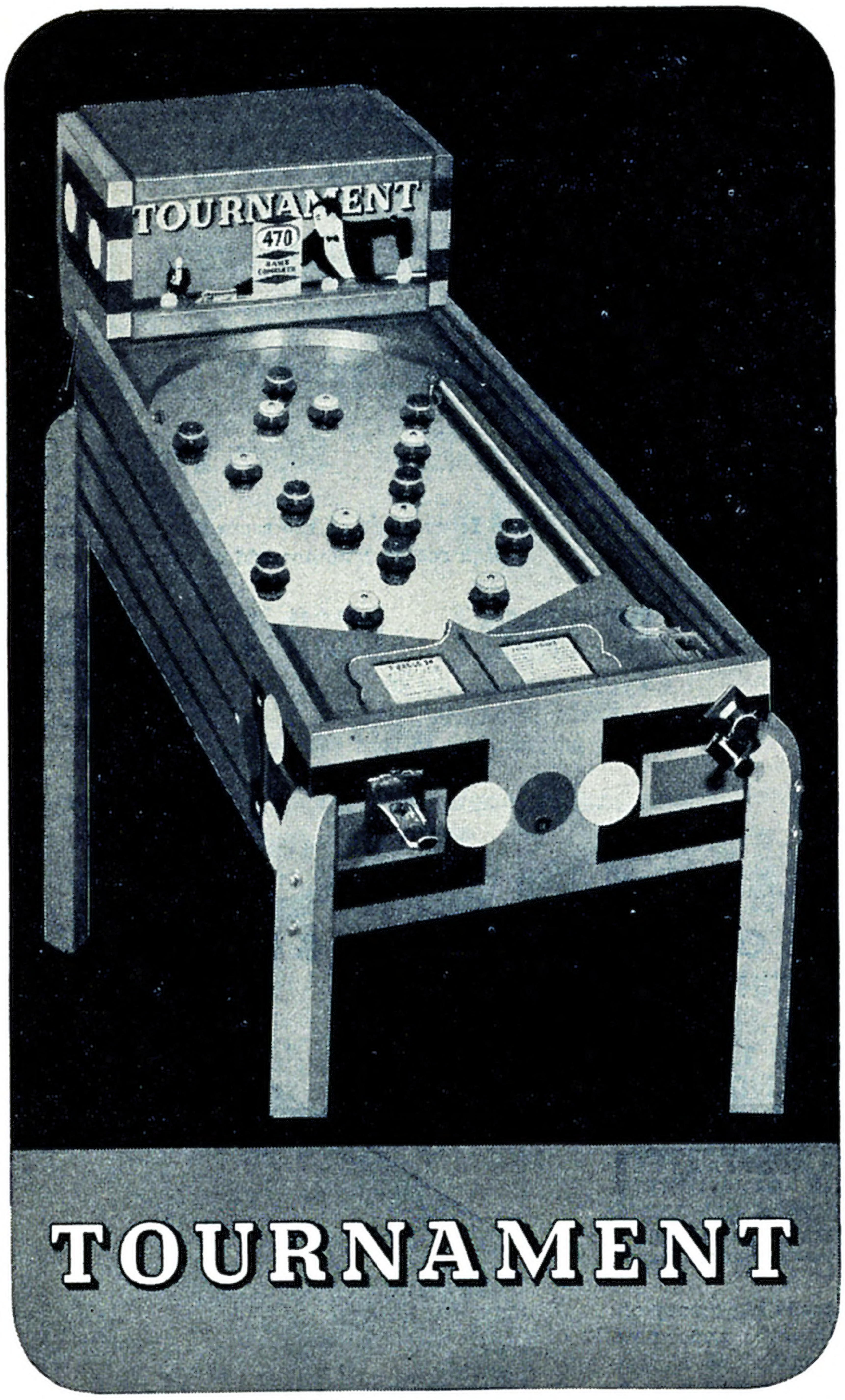
The scale combines the appeal of weight and an astrology reading on a card. The customer turns a button on the machine to his proper birth sign to get the reading. A novel advertising sign in motion is also on the front of the scale. It is a new scale designed to revive national interest in weighing machines, Kirk says.

Kirk also stated that he was in position to announce to the trade that al litigation between O. D. Jennings Company and C. R. Kirk & Compan had been settled to the satisfaction all parties and that no further suits claims are pending. He also announc that he had purchased the entire inte est of O. D. Jennings in C. R. Kirk Company and that he is now sole own of the latter firm.

With the new arrangements Kirk going ahead with important plans the marketing of the new scale and al for the manufacture of other n products to be announced in due tin

GREETING A NEW PHONO. to right: Rudy LaBeau; O'Dowd, former middleweight ch now Twin City operator; Marie lerman, Matt Engle and Pat O' Place: LaBeau Novelty Compar Paul.

Tournament Wins!



TOURNAMENT

STANDS THE WHOLE INDUSTRY ON ITS HEAD!

In just one week, Mills Tournament has paralyzed the whole novelty table field. Our Plant No. 3 is working day and night to meet the deluge of orders that covered us in the past seven days. Operators have gone wild over Tournament's extraordinary earning power; players are fairly cuckoo over its skill-challenging suspense action. The "billiardized" bumpers are what do the trick. The chrome-plated steel playing panel keeps the table ever new. Your jobber has Tournament. If not—wire factory direct!

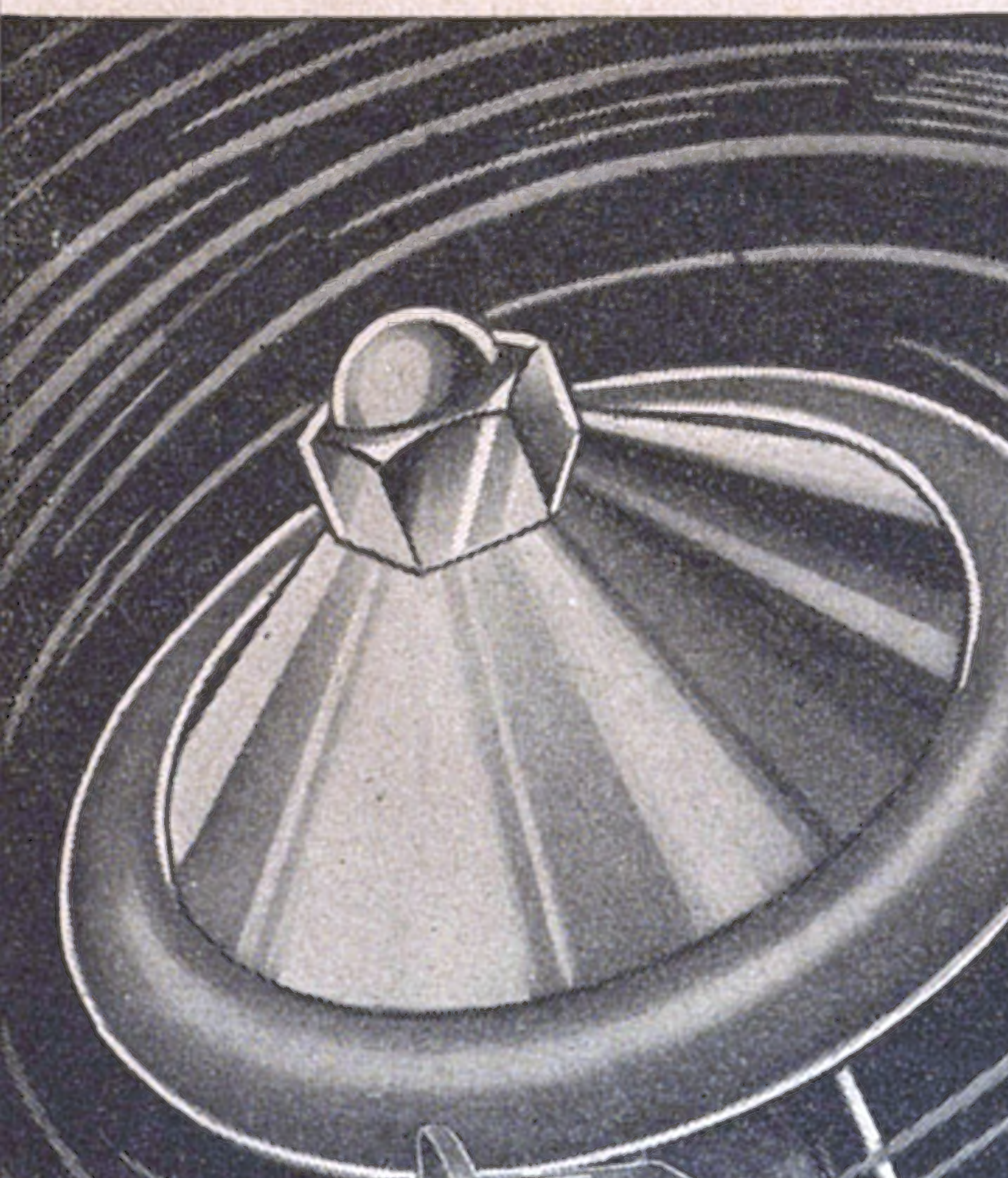
$69.50

F. O. B. CHICAGO

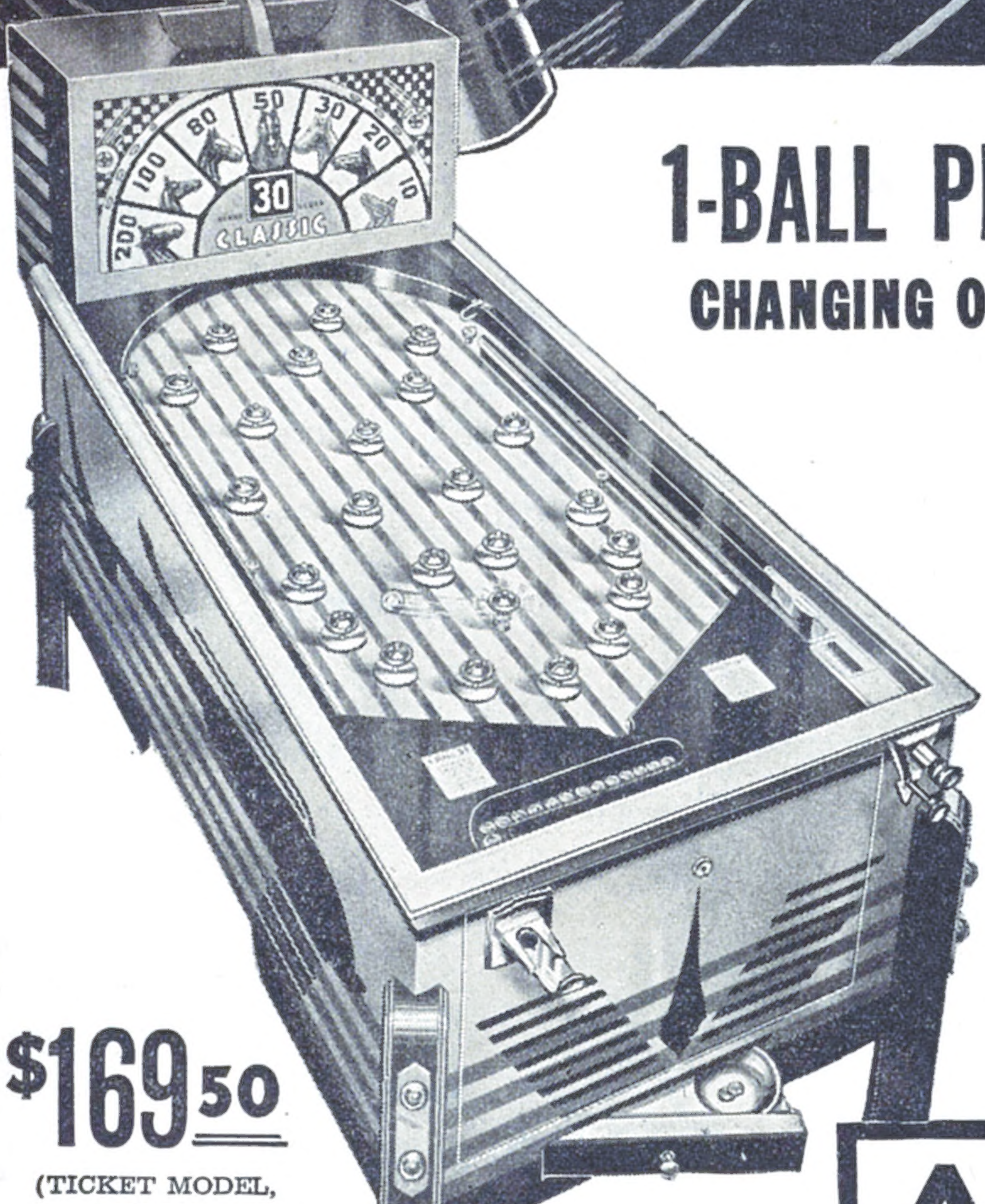
A Typical Mills Quality Product, Tournament Is a Superior Table for All Locations

MILLS NOVELTY COMPANY

4100 FULLERTON AVE., CHICAGO, ILL.



SEE THE SENSATIONAL NEW WHIRLING BUMPER FEATURED ON *Bally's* CLASSIC



1-BALL PLAY
CHANGING ODDS

- Here's the most amazing, play-attracting action you ever saw! Located near the bottom of the board, the WHIRLING BUMPER spins like a top during the entire game . . . sends the ball snaking all over the field! Imagine an Electric Kicker capable of swiveling around to catch the ball from any angle . . . and you'll get some idea of how the WHIRLING BUMPER whips the ball into a frenzy. See it yourself and you'll see why CLASSIC is getting the crowds and holding repeat play by the hour!

- **FLASHY CHROME-STEEL PLAY-FIELD**
  ULTRA-MODERN! SLICK AS ICE! SILENT
- **"RUBBER-TIRE" BUMPERS**
- **"Odd-or-Even" Score System; $2.00 To**
  Even numbers pay listed odds, 10 to 200, and suspense to fever pitch as the score fluctuates between odd and e High scores, whether odd or even, pay up to $2.00 top.

BE FIRST! RUSH YOUR ORDER TODAY

Get in on the ground floor . . . be first to give your public the new and different play-thrill embodied in CLASSIC! Demand already exceeds daily output . . . so rush your order today!

$169.50

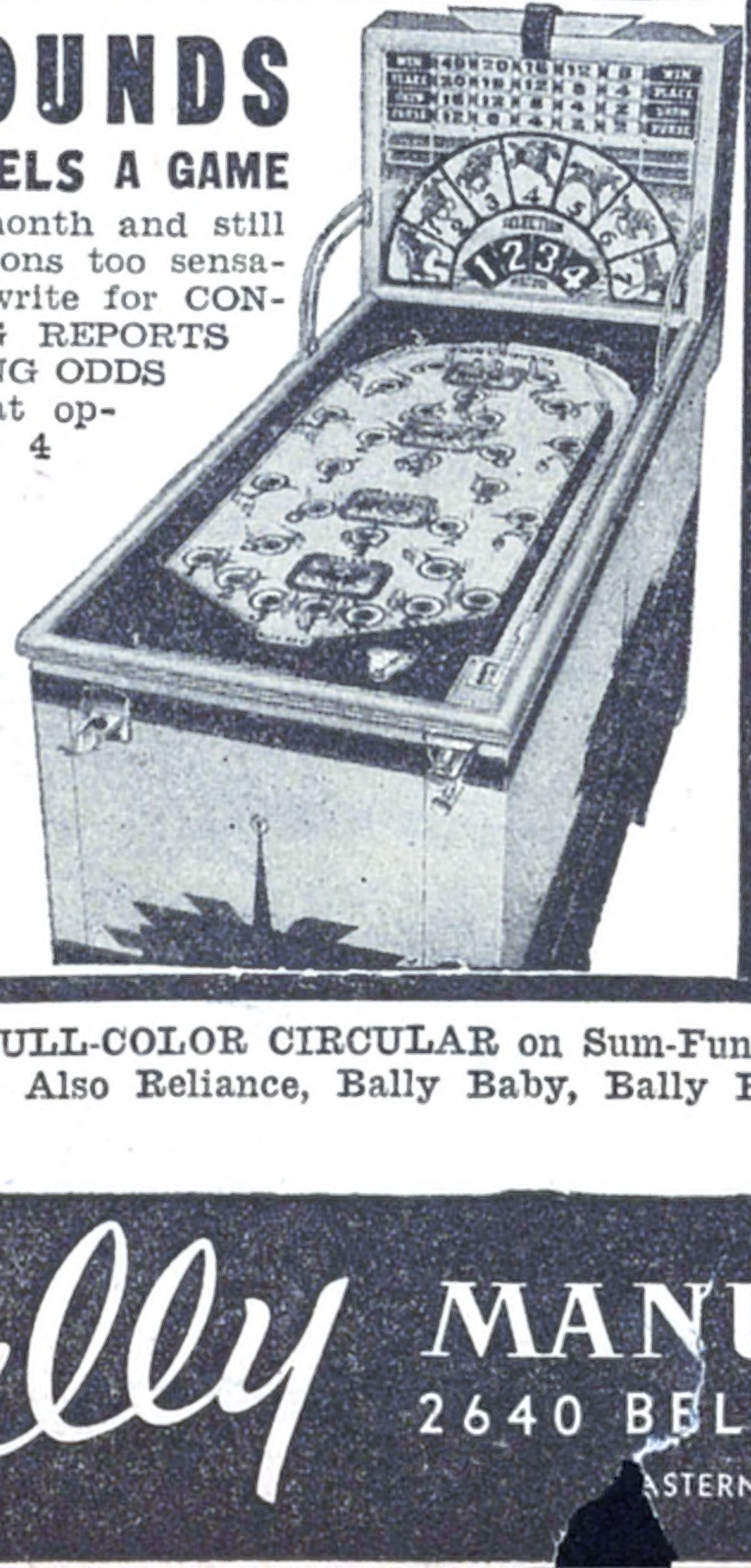
(TICKET MODEL, $179.50).

One-third with order, balance C. O. D., f. o. b. Chicago.

54 IN. BY 26 IN.

FAIRGROUNDS

TAKES IN 4 NICKELS A GAME



Now in its seventh month and still going strong! Collections too sensational to print, but write for CONFIDENTIAL EARNING REPORTS on this great CHANGING ODDS ONE-SHOT game that operates on 1, 2, 3 or 4 coins and MULTIPLIES PAYOUTS BY NUMBER OF COINS PLAYED. Get on Easy Street by placing a few FAIRGROUNDS now!

$194.50

One-Third With Order, Balance C. O. D., F. O. B. Chicago.

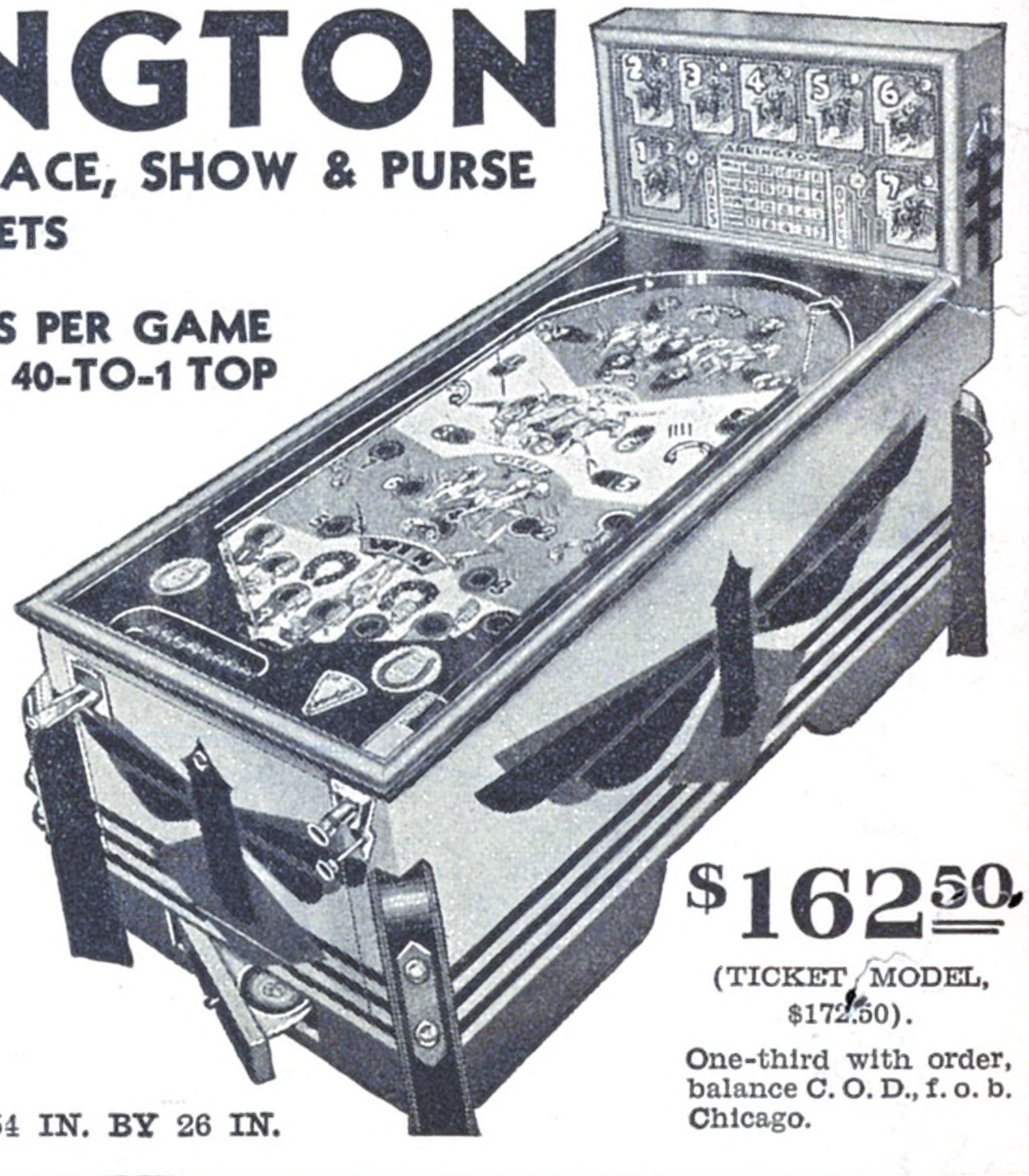
ARLINGTON

PAYS ON WIN, PLACE, SHOW & PURSE

- 28 WINNING POCKETS
- ONE-SHOT PLAY
- 1 TO 7 SELECTIONS PER GAME
- CHANGING ODDS; 40-TO-1 TOP

CAN BE OPERATED WITH OR WITHOUT "THIRD DIMENSION" EFFECT ON BACKBOARD

You made big money on "Preakness" and now you'll make the biggest money of your life with ARLINGTON. Get started ahead of competition—order ARLINGTON today!



$162.50

(TICKET MODEL, $172.50).

One-third with order, balance C. O. D., f. o. b. Chicago.

54 IN. BY 26 IN.

WRITE FOR FULL-COLOR CIRCULAR on Sum-Fun and Nugget counter games. Also Reliance, Bally Baby, Bally Bells, Favorite, Race Track and Mercury.

Bally MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS
ASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.

YOU CAN BANK ON A BALLY GAME